DOCUMENT RESUME

ED 189 565 CS 502 974

TITLE Mass Communication: Abstracts of Doctoral Dissertations Published in "Dissertation Abstracts International," January through June 1980 (Vol. 40 Nos. 7 through 12).

INSTITUTION ERIC Clearinghouse on Reading and Communication Skills, Urbana, Ill.

PUB DATE 80

NOTE 30p.

AVAILABLE FROM Copies of the dissertations are available from University Microfilms International, 300 North Zeeb Road, Ann Arbor, MI 48106.

EDRS PRICE MF01/PC02 Plus Postage.

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IDENTIFIERS Soap Operas

ABSTRACT

This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The 55 titles deal with a variety of topics, including the following: (1) the prime time access rule: (2) media education: (3) magazine and children's advertising: (4) Irish national and Third World cinema: (5) international radio broadcasting: (6) telecommunications: (7) educational television production: (8) agenda setting: (9) viewing patterns: (10) soap operas and daytime television: (11) career goals in broadcasting: (12) Canadian broadcast education: (13) television drama: (14) role modeling on television: (15) analyses of media in Great Britain, Japan, Peru, Venezuela, and the Arab World: (16) radio marketing: (17) newscaster speech: (18) cable television: (19) educational television: and (20) semiological criticsm of television. (AEA)

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Compiled by the Staff of the

ERIC Clearinghouse on Reading and Communication Skills

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THE CONSEQUENCES OF THE FEDERAL COMMUNICATIONS COMMISSION'S PRIME TIME ACCESS RULE ENACTED 4 OCTOBER 1971 ON THE BROADCASTING AND PROGRAMMING INDUSTRIES WITH RESPECT TO PROGRAM TYPES, PROGRAM SOURCES, STATION REVENUES AND AUDIENCE ACCEPTANCE ON NETWORK-AFFILIATED TELEVISION STATIONS FIVE YEARS PRIOR TO AND FIVE YEARS AFTER THE PRIME TIME ACCESS RULE'S ADOPTION Order No. 7925254

BACK, George Leonard, Ph.D. New York University, 1979. 229pp. Chairman: Professor Terence P. Moran

In 1970, the dominance of the three commercial television networks (American Broadcasting Company, Columbia Broadcasting System, and the National Broadcasting Company) in programming was challenged by the Federal Communications Commission through a regulation entitled the Prime Time Access Rule. This regulation was brought about in response to demands from pressure groups who desired access to the mass audience available during prime time. The FCC, acting in its historical role of a federal agency concerned with the "public interest, convenience, and necessity," enacted this regulation as a remedy to the network dominance over programming.

The Prime Time Access Rule excluded the networks from programming a specific half-hour in prime time, 7:30 to 8:00 P.M. EST in the top fifty television markets. The programs for this time period were then supplied to the stations from alternate sources such as syndicators and local producers. It was the first time the FCC had actually regulated a program decision in this manner.

This investigator determined four areas for research in which to measure the effectiveness of the PTAR. The four areas were Program Types, Program Sources, Station Revenues, and Audience Acceptance (Ratings). The four variables were chosen because the Federal Communications Commission has historically expressed concern over diversity of both program content and source, while another body of literature indicates station revenues is a prime motivating force and lastly, it is generally accepted in the television industry that audience acceptance (ratings) is a measure of success in programming.

Research was compiled for a ten-year period of time, 1966 to 1971 (the five years prior to the PTAR, in which network programming was dominant) and 1971 to 1976 (the five years subsequent to the PTAR). The findings of the ten-year period of time relevant to the four variables were compared and contrasted in Chapter Six providing the following results within the 7:30 to 8:00 P.M. time period; the FCC had accomplished its aim of greater program diversity in the market-place and had created more sources of programs for television stations. Additionally, it had made the potential for greater station revenue a possibility and finally, the PTAR had caused a decline in the network-affiliated stations' audiences during the 1971 to 1976 period of time compared to the prior period (1966 to 1971).

The PTAR has altered the structure of prime time and the relationship of groups within the commercial television industry. It is a working model of how the government might further change TV's structure to deal with network dominance in programming. As a result of the study's findings, this investigator closes with a recommendation for an extension of the PTAR to hours other than 7:30 to 8:00 P.M. EST and recommends further research into possible expansion of the theory of "access" through regulations other than the PTAR.

A SURVEY OF ATTITUDES ABOUT MEDIA EDUCATION HELD BY MEDIA PERSONNEL IN SELECTED BROADCAST AND PRINT MEDIA ORGANIZATIONS IN ACCRA, GHANA Order No. 8000628

BROUHARD, John Forrest, Ed.D. Indiana University, 1979. 147pp. Chairperson: Warren D. Stevens

Purpose of Study:

The purpose of the study was to learn about the perceptions of Ghanaian mass communicators on the following general questions. What value do they place on formal media education? What aspects of their training have been most useful in their media careers? In which aspects of media education do they perceive the greatest need for more instruction? In addition to the attitudinal information, the study gathered information about the personal and professional characteristics of Ghanaian media personnel.

Procedure:

Interviews were conducted with 187 Ghanaian mass communication personnel at selected broadcast and print media organizations within the Ministry of Information in Accra, Ghana. The three broadcast media organizations surveyed are all divisions of Ghana Broadcasting Corporation (GBC): GBC Sound Broadcasting, GBC-TV, and GBC News and Publications. The three print media organizations surveyed were: Information Services Department of the Government of Ghana, Ghana News Agency (GNA), and the Ghanaian Times. In print media organizations, attempts were made to interview every professional media worker. A sample of eighty-four percent of the total population of eligible print media personnel was interviewed. Among broadcast media personnel, a systematic random sample was drawn. Ninety-one percent of persons in the sample frame were interviewed in the broadcast media.

Findings:

1) Ghanaian mass communicators in the sample surveyed were highly trained in media skills, as only nine percent of the respondents had no formal media training. Nearly three-fourths of broadcast media personnel had attended GBC in-service training programs, and over half of the print media personnel had attended either a two-year course at the Ghana Institute of Journalism or had enrolled in advanced courses in journalism at the University of Ghana. Significant numbers of Ghanaian communicators traveled abroad for media studies. Generally, Ghanaian communicators found their instruction valuable regardless of whether the instruction was taken in Ghana or abroad. Training in only two subjects, shorthand and advertising, was not found to be valuable by Ghanaian media personnel.

2) Mass communicators in Accra, Ghana were eager to acquire more media education. Ninety-four percent of the respondents questioned indicated that they would welcome the opportunity to acquire further formal training. Ghanaian communicators felt the greatest need to improve their skills in production and in areas that could be directly applied in their present positions. Broadcast peronnel expressed the greatest interest in sharpening skills in broadcast production and writing. Journalism and public relations were the areas in which print media personnel most wanted additional instruction. Personnel in both media wanted to take more instruction in French and to learn how to use the mass media to further national development.

3) Broadcasters tended to be older and more experienced than their counterparts in the print media. Print media personnel, on the other hand, were more likely to have attained a higher level of general education. Women were found in greater numbers and in positions of greater authority in the broadcast media than in the print media.

IMAGES OF FAMILY LIFE IN MAGAZINE ADVERTISING: 1920-1978

Order No. 8009659

BROWN, BRUCE WILLIAM, PH.D. *University of New Hampshire*, 1979. 228pp.

Previous research on family roles suffers from a number of deficiencies, including: (1) lack of historical evidence; (2) a disregard for how family roles change throughout the family life cycle; (3) an overemphasis on certain family members (in particular, the wife); and (4) an overemphasis on certain aspects of family life (in particular, household chores, child-rearing, and economic provision). The purpose of the present study was to analyze images of family life in magazine advertising and, in so doing, deal with these deficiencies.

Advertising in general interest magazines published between 1920 and 1978 served as the data source. Both the verbal and non-verbal components of the advertisements were used in the analysis. Advertising is a source of historical data on family life values because advertisers, in their efforts to sell a product, try to attract as many potential customers as possible. In order to do so, they must allow as many people as possible to "see themselves" in the advertisement. Also, advertisers have been involved in marketing research since around 1910 and, therefore, have been fairly sophisticated in their analysis and portrayal of basic American values. Finally certain aspects of family life may be either too personal, too threatening, or simply unknown for more obtrusive measurement techniques to deal with effectively. However, as Goffman (1976:91) points out, "in advertised worlds we can look in on almost everything."

The study measured the way family roles, family companionship, intimacy, and formality have been depicted in magazine advertisements since 1920. In addition, two-way analysis of variance was used to investigate the *separate* effects of historical time while holding family life cycle stage constant, and visa versa.

The analysis found that some aspects of family life have changed more than others, at least as depicted in magazine advertising. The movement toward egalitarian family norms has certainly occurred, but the changes have not been undimensional. Values concerning certain aspects of family life were found to change at a different pace than those for other aspects of family life. Some changes were found to have occurred for certain family members but not for others. Also, some changes were found to be more pronounced for families at particular stages of the family life cycle. Finally, the change that did take place was not necessarily linear. If one assumes that a more egalitarian form of family life (involving equal sharing of responsibilities and privileges, along with an increase in companionship, intimacy, and informality) is an ideal to strive for, then during certain periods since 1920 our value system, at least as depicted in advertising, has "slipped backwards."

Overall though, the movement toward such an egalitarian ideal in our cultural norms has been fairly substantial, particularly in terms of family companionship, intimacy, and formality. The area of family roles still appears to be a major stumbling block. To summarize the findings of this study in one sentence: one could say that the cultural values reflected in magazine advertising increasingly have supported the notion of family members as more companionate, intimate, and informal, although they continue to perform their traditional roles almost unchanged.

SITUATIONAL FACTORS AND THE EFFECTIVENESS OF CHILDREN'S ADVERTISING

Order No. 8004151

CLARKE, THOMAS KEITH, PH.D. *University of Illinois at Urbana-Champaign*, 1979. 165pp.

This research reports the results of an experiment dealing with the effects of program, viewing room situation, and frequency of exposure to commercials on preoperational age (three to six years of age in the present study) children's preference and liking for products seen in those commercials. The design was a 2 x 2 x 2 factorial with 40 males and 40 females. The mean age of the children was 53 months with a range of 42 to 77 months. Two product catagories were investigated, fruit punch and toys. Two different products were used to increase the generalizability of any findings.

Children in this age range were selected because there is evidence that they view the world, process information, and logically reason differently than do more mature individuals. These differences may make such children more vulnerable to advertising frequency and situational factors.

Four hypotheses are presented and tested. They are: (1) Commercials seen during a more enjoyable program will be more effective than if seen in a less enjoyable program. (2) Commercials seen in a more favorable viewing room situation will be more effective than if seen in a less favorable viewing room situation. (3) A commercial will be more effective if seen a multiple number of times rather than seen only once. (4) There will be an interaction between program and viewing room situation. That is, if either of these two factors is positive, the level of the other factor is unimportant.

The results do not support the hypothesis that advertisements seen in a more enjoyable program are more effective than if seen in a less enjoyable program. The results indicate that the opposite may occur. The results also indicate that in certain situations, increased frequency may lead to more effective advertising. It is felt that the viewing room manipulation was unsuccessful, leading to nonsignificant results concerning its importance and its interaction with program type.

The evidence seems to indicate that children with predispositions, knowledge, or experience with a product are not affected by advertising frequency. Only in the special case of lack of knowledge or predispositions, coupled with viewing the commercials within a favorable program, does multiple exposure to a commercial seem to be more effective than a single exposure.

It appears that children are not overly affected by advertising frequency. Though unique in their view of the world, it does not seem to follow that such children are more vulnerable than adults to television advertising.

Areas for further research are discussed, including role playing by experimenters and mood differences generated by programs, and their effects on advertising effectiveness.

COMMUNICATION, RURAL MODERNITY AND STRUCTURAL CONSTRAINTS

Order No. 8001893

CONTRERAS-BUDGE, Eduardo, Ph.D. Stanford University, 1979. 298pp.

The central thesis of this study is that communication has not played an important role for rural development due to a series of structural constraints under which it has operated. The study attempts to assess the roles of a primary structural constraint (land resources) and secondary opportunities (such as education, credit, participation) in their effects on the relation between communication behavior and modernity outcomes in the countryside.

Communication is understood as exposure to and use of mass media and interpersonal (change agent) messages. The central hypothesis was that the effectiveness of communication is greater under favorable opportunity ranges and that the role is restricted in the presence of structural constraints. It was also hypothesized that communication's effects would be more felt for cognitive and attitudinal domains and less so for behavioral modernity involving resource commitment.

The study is a secondary analysis involving data-sets from Minas Gerais, Brazil (1968, N = 1015) and the Guatemalan Highlands (1977, N = 600). The analysis is conducted within a theoretical paradigm involving modernization, communication and diffusion theories in the realities of rural Latin America.

The results show that for both regions land resources are the prime determinants of modernity, particularly in the adoption of innovative behaviors requiring resources. Despite the role of secondary opportunities (credit, education, etc.) and communication, ameliorative policies not addressing the issues of land and resource redistribution do not alter the basic situation dictated by land, the first-order constraint. However, provision of such secondary opportunities has some impact, thus allowing poor farmers some advantage over counterparts devoid of such opportunities. Of course, farmers with an

advantage in land resources also take greater advantage of second-order opportunities.

The role of communication, specifically, seems to be the following: Under extreme structural restrictions, as is the case for the indigenous subsistence culture of the Guatemalan Highlands, communication is not important. There is limited availability and exposure, and what availability and exposure exist have little impact. For the Guatemalan higher opportunity farmers, communication is an important input, affecting use of credit and modern practices involving resources. Practices, in turn, largely determine productivity.

However, in the case of Minas Gerais, poor farmers respond to communication opportunities (although they have fewer of them than better-off farmers) as valuable inputs for modernization. Limited in their land and income, they take maximum advantage of second-order resources as education, credit or cooperatives and exhibit higher modernity outcomes than their equals in land scarcity. This is even reflected in higher farm incomes. And for such farmers, communication contributes to innovative behavior. For larger Brazilian farmers, communication appears to be less relevant in innovative behaviors, which are largely a matter of resources, yet it has important effects in farm income.

The results can be interpreted as not clearly confirming the hypothesis that communication is only effective under lack of structural constraints. The divergence of some results from Guatemala and Brazil can perhaps be explained if it is considered that the small Guatemalan farmers are hardly comparable to the small Brazilian farmers who in fact have more land and modernizing opportunities. Then, it appears that the relation between communication and modernity is curvilinear: Under the extreme restrictions faced by Guatemalan subsistence Indians, communication does not manage to play a role. It seems to be an effective modernizing agent when at least some opportunities are open, but decreases in importance for farmers who have ample resources and opportunities for modern behavior.

A DESCRIPTION AND ANALYSIS OF MOBIL OIL CORPORATION ADVERTISING ON THE BASIS OF CONTENT AND CONTEXT BEFORE, DURING AND AFTER THE OIL CRISIS

Order No. 8010276

DAVIS, PATRICIA ANN, PH.D. *New York University*, 1979. 405pp. Chairman: Professor Terence P. Moran

This investigation describes and analyzes Mobil Oil Corporation's advertising before, during and after the oil crisis of 1973-1974. Mobil is apparently the primary user of an advertising form called advocacy advertising which is defined for the purpose of this study as: any paid messages in media that go beyond the direct sale of product and services and primarily attempt to create favorable opinions of the advertiser and its interests by promoting a decisive point of view on controversial issues of public importance.

Advocacy advertising is being used by Mobil, and other large companies, to communicate their views on topical issues to the public and government. It is Mobil's belief that their positions are not being fairly or accurately presented by the news media and thus, they must resort to advertising to communicate their opinions. Mobil's use of advocacy advertising excellerated during the 1973-1974 oil crisis and has been an important element of their communication program ever since. With this advertising they have spoken out aggressively on a wide range of economic, political and social issues. Often, the government and news media are outspokenly criticized. Mobil's communication program is diverse, innovative and sophisticated and includes advocacy, corporate and product advertising. Additionally, Mobil is one of the foremost sponsors of high quality television programming, and they devote considerable advertising to promoting their programming, as well as other charities and cultural events which they sponsor.

Mobil's advertising has been described and analyzed over three time periods: before the oil crisis (1971-1972), during the oil crisis (1973-1974) and after the oil crisis (1975-1976). Primary findings and conclusions from this effort have been provided. All of Mobil's newspaper, magazine, Sunday supplement, television and radio advertising before, during and after the 1973-1974 oil crisis have been described and analyzed according to the following criteria:

Identification and description of advertising content. Advertising content (includes a discussion of main communications idea, key consumer benefit, support, headlines, executional elements, themes/slogans/logos, identifiable campaigns), *propaganda analysis* (based on a model developed by the Institute for Propaganda Analysis) and *advocacy advertising message identification* (determines what specific subjects were addressed in advocacy advertising).

Identification and description of advertising context. This provides findings from Mobil's use of the media, (more explicitly, total media dollars, spending by media type, specific magazines, newspapers, commercial lengths used).

Analysis of advertising content and context. Under this criteria, Mobil's audiences they attempted to reach and objectives they wished to fulfill are discussed. Additionally, evaluations of the potential effectivness of Mobil's advocacy advertising are provided.

From the major findings and conclusions, important trends and potential implications have been identified and discussed.

The most important factors emerging from this study are: Mobil's use of advocacy advertising increased markedly over the years; the subjects addressed in their advocacy advertising usually coincided with issues that were receiving widespread publicity in the press (e.g. oil shortage, divestiture, profits); Mobil is highly critical of the government and news media; Mobil will, in the investigator's opinion, continue to use advocacy frequently; it is likely that advocacy advertising will be subjected to stricter controls and scrutiny; there is no concentrate evidence that Mobil's communications program has improved public and government perceptions of Mobil; little is known about the effects of advocacy advertising; it is projected there will be increasing fuel shortages and a comprehensive national energy program is needed immediately.

THE IRISH NATIONAL CINEMA AND ITS RELATIONSHIP TO IRISH NATIONALISM

Order No. 8001607

DOLAN, MARTIN CHRISTOPHER, PH.D. *The University of Wisconsin - Madison*, 1979. 367pp. Supervisor: Professor Russell Merritt

The thesis shows how political and economic nationalism became central dogmas for the Irish people, how they focused the energy of the opposition to British rule, and finally how they were discarded by the ruling parties and adopted by the opposition in the nineteen-sixties. The thesis explores how the cinema in Ireland developed out of these nationalist sentiments, and how various public and private film institutions came to terms with shifts in nationalist feeling.

Private groups have had to deal with nationalism as a prevailing ideology. In the early years, the commercial side of the film industry was involved almost exclusively with producing films with nationalist themes. As economic nationalism passed from favor, however, and the ownership of theaters became concentrated in a few hands, monopoly capital, both native and foreign, began to dominate the system of distribution and exhibition. Concurrently, censorship passed from its role as an instrument of bourgeois nationalism and became a means of reinforcing state control in cultural matters.

The thesis shows that nationalism *of necessity* provided the terms in which the debate over the proper form for Irish cinema took place. Whether a film producer chose to glorify "Irishness," attack the British, explore social problems, criticize the establishment, or paint a portrait of the landscape, it had to speak in the language of nationalism, since this was the first and continuously dominant language of the Irish cinema. Whether they encouraged or opposed nationalist ideals, or existed in a state of tension with them, all these groups had to take nationalist dogma into account.

The second area of concern is the question of what we call the filmic ideology. This filmic ideology, as it developed in Ireland, attempts to answer four questions: (1) What is the actual nature of a genuinely *Irish cinema*, and what is its function? (2) What is the role of the filmmaker in society? (3) What representational strategies should be followed in creating Irish films? (4) What is the importance of the history of Irish film for modern Ireland?

We discuss a set of films made in Ireland, and we claim that these films, which typify Irish national cinema, exist in a close relationship with changing nationalist dogma. This relationship may be a matter of representing nationalist ideals, attempting to revive nationalism by criticizing a status quo, or redefining the relevance of nationalism for a new era, but the form of these films, however dependent on foreign models, is finally determined by forces specific to Ireland.

The thesis attempts to analyze the Irish cinema from the point of view of external determinants--economic and political nationalism and the circumstances of production, exhibition, and distribution--and the internal determinants--the filmic ideology and the specific means of producing meaning in each film. The thesis argues that this method is effective in producing a complete description of the Irish national cinema and the operation of its institutions. The same method, we believe, could be used to analyze other national cinemas, especially those of small, emerging countries with strong national traditions.

AN ALTERNATIVE PROGRAMMING STRATEGY FOR INTERNATIONAL RADIO BROADCASTING Order No. 8011801

ELLIOTT, KIM ANDREW, PH.D. *University of Minnesota*, 1979. 196pp.

This study deals with the programming of international radio broadcasting and the ability of this programming to retain the interest of the audience. Direct international radio broadcasting is radio programming originating in one country but received by audiences in one or more other countries. Most international broadcasting is transmitted on shortwave frequencies, but some international radio is also sent via medium-wave (known in North America as "standard AM") and other frequency ranges.

The author suggests that there is a predominant approach to the programming of international radio broadcasting, practiced by western, communist, and third world international broadcasters. This is given the name *traditional programming approach* (TPA) and is characterized by (a) content which is perceived by the listener to be read manuscript-style, (b) content which is perceived by the listener as being presented in an impersonal, third-person mode, and (c) content which is perceived by the listener as dealing with political or politico-economic matters. Usng a sample of English-language broadcasts audible in North America (from western, communist, and third-world nations), tentative support is given to the hypothesis that TPA is dominant in present-day international broadcasting. A critique of TPA, based on various theories and studies of persuasion and mass communication, suggests some possible shortcomings of this programming approach in retaining the interest of listeners.

Borrowing again from theories and studies of persuasion and mass communicaton, the idea and strategy of an *alternative programming strategy* (APA) are introduced. APA programming seeks to retain the intest of a larger portion of international radio broadcasting. Some possible models for the implementation of the potential audience than that retained by TPA programming. The APA concept requires a new look at the goals and purposes of international radio broadcasting. Some possible models for the implementation of APA programming are offered.

No precise definition or description of APA programming is possible until APA prototypes are deemed successful by experimentation and experience. Two attempts were made to produce APA prototypes and corresponding TPA archetypes. These involved fictitious but authentic-sounding "broadcasts," both in English. One set of broadcasts was produced for the author by Radio Canada International. The other set is purportedly from Colombia but was produced in Minneapolis with the assistance of a Colombian associate. In each case, the attempts to produce APA versions living up to the APA idea and strategy were not entirely successful.

Nevertheless, experiments on the relative interest-retaining abilities of TPA and APA were conducted using the Canadian and Colombian broadcasts. In each case, the TPA broadcast was presented, via tape, to one group of persons from the university community, and the APA counterpart was presented to another group. Each listening group appeared to have similar backgrounds and interests and was considered to be of the same population. Identical questionnaires eliciting information on the subjects' possible continuing interest in the broadcasts resulted in no significant differences (using Mann-Whitney U tests). This lack of difference may be attributed not necessarily to the failure of the APA concept, but perhaps also to the shortcomings of the APA prototypes or to the small N's in each listening group. However, the experiments did prove useful as pilot tests of the methodology.

The dissertation closes with a critique of the study and with a proposed plan for the future study of the interest-retaining abilities of international radio broadcast programming.

ECONOMIES OF SCALE IN TELECOMMUNICATIONS: ANALYSIS, STRATEGIES, MANAGEMENT Order No. 8007649

ELLIS, LYNN WEBSTER, D.P.S. *Pace University*, 1979. 291pp. Chairman: William C. Freund

Economies of scale in telecommunications were analyzed at two levels. The first of these were the economies of scale to the telecommunications utility in the capacity which it provided to give service. Second, there were the economies of scale to the utility's equipment suppiier in its repetitive manufacture of capital goods. In conducting the multi-variate regression analysis, a quasi-scale factor for distance was introduced to account for the distance insensitivity of costs of telecommunications satellites, dummy variables were added for known specific technological changes, and time was used as a proxy for technological change which was neutral to the other input variables.

The results of the analysis quantified high levels of economies of scale in many telecommunications subsystems, and moderately high levels of economies of scale in composite long-distance networks, as seen from the level of the operating telecommunications utility. Lesser, but still significant economies of scale in manufacturing volume were found in the equipment suppliers. Distance economies of scale were found related to the relative mix of the newer sophisticated electronic sub-systems in the utility's plant. Specific technological change was found to be statistically significant but neutral technological change was small and in most cases was found to be not significant.

The investment strategy of the utility was shown to be affected by the presence of economies of scale and by technological change as well as the more traditional parameters of rate of return and growth of demand. Since the utility may grow either by enlarging capacity or by purchasing more units of existing capacity from its supplier, a simplified model was derived taking into account the quantified levels of economies of scale in system capacity and manufacturing volume found in the prior analysis. From this model conclusions were drawn as to the cost minimizing strategy and compared with the historical record of one subsystem which matched this strategy, and another which did not, apparently because the user found grade of service of higher benefit than cost minimization.

Product strategy was shown to be an investment decision intertwined with the utility's plant investment decisions. Cost minimization strategies for a utility with a wholly owned equipment supplier lead to infrequent product innovation except where increased capacity is required. This is modified in competitive supply by the benefits of model change in market enhancement. Creating a product family was shown to be optimal with two family members per decade of range of demand.

From the analysis and strategies, management recommendations were derived concerning the application of quantitative methods, increasing the fraction of sub-systems subject to economies of scale, spacing of new capacity and product investments at the cost of minimizing interval and adapting to competitive conditions. Finally, suggestions were given for further research in this field.

WORKING TOGETHER: A STUDY OF COOPERATION AMONG PROGRAMMERS, EDUCATORS AND RESEARCHERS TO PRODUCE EDUCATIONAL TELEVISION Order No. 8007733

ETTEMA, JAMES STEWART, PH.D. *The University of Michigan*, 1979. 313pp. Chairman: Peter Clarke

This case study analyzes the operation of an organization in which television professionals, educators and social scientists all worked together to produce a television series which was to be both entertaining and educational. The study focusses, in particular, on two activities conducted by this organization: planning the curriculum for the educational television series and production of the television shows themselves. The analysis of these activities is conducted within a general framework provided by three questions which have been left pointedly unanswered in studies of similar organizations such as the Children's Television Workshop. These questions are: (1) Who had power to shape the form and content of the curriculum plans and television shows and what was the basis of their power to do so? (2) How was power brought to bear in making decisions about the form and content of the plans and shows? (3) What were the implications of such organizational factors as the distribution of power and the decision processes for the form and content of the plans and shows?

The answers to these questions reveal dramatic differences between curriculum planning and television production. Power to shape the curriculum plans was widely dispersed within the organization and even beyond it to outside consultants and the government agency which funded the work. This dispersion of power resulted from a number of organizational factors including inadequate staffing of the small group formally charged with the curriculum planning activity as well as the nontechnical nature of that activity which allowed everyone in the organization to have some idea about what the plans should include. This situation gave rise to a LEGISLATIVE decision-making process in which those who shared power met to register their demands and, when necessary, to negotiate compromise solutions to disagreements. Not surprisingly, the curriculum plans which emerged from this process were an unsynthesized and sometimes vague collection of ideas and compromises from a variety of sources.

In contrast, the power to shape the television shows was concentrated in the hands of one person: the executive producer. This concentration of power also resulted from a number of organizational factors including the executive producer's virtual monopoly on television production expertise in the organization. This situation gave rise to an EXECUTIVE decision-making process in which the executive producer served as final authority on all matters pertaining to the television shows while the educators and social scientists served as his personal advisors. The television series represents the creative achievement of the executive with the advisors participating in this achievement by setting creative problems for the executive producer to solve. Many features of the finished shows such as format, characters and dramatic structure were thus the executive producer's chosen solution to problems identified and formulated by the advisors.

In conclusion, it is argued that planners and managers of educational television projects must come to terms with the political nature of curriculum planning and seek ways to manage the political process. They must also come to terms with the bureaucratic nature of television production and seek ways to facilitate access by educators and social scientists to the decision-making of the television production personnel.

TIME FRAME IN AGENDA-SETTING RESEARCH: A STUDY OF THE CONCEPTUAL AND METHODOLOGICAL FACTORS AFFECTING THE TIME FRAME CONTEXT OF THE AGENDA-SETTING PROCESS Order No. 8013374

EYAL, CHAIM HIRSCHMANN, PH.D. *Syracuse University*, 1979. 169pp.

Research on the agenda-setting role of the mass media had shown that the mass media hold the potential to suggest to their audiences what are the important issues of the day, by prominent display and emphasis of such topics.

This research explicates the determinants and impact of temporal factors on the conceptual and methodological considerations in agenda-setting research.

Using content analysis methods, newspapers and television data collected during 1976 were converted into rank-ordered "agenda" of frequently mentioned issues. Survey data gathered during the same years in three sites were also used to construct measures of public salience "agenda." Twelve temporal designs were constructed, each consisting of different combinations of media agenda measuring durations, public agenda measuring periods, and various lags between them. Each of these time frames was tested, within each site, for evidence of agenda-setting influence during two distinct periods.

It was hypothesized that there will be significant differences in the optimal agenda-setting time frames between newspapers and television, and that for each medium, there will be significant differences in time frames between its influence on what individuals consider as most important (intra-personal salience) and what people choose to discuss with others (inter-personal salience).

The initial analysis, using 11 issues, produced no evidence for an agenda-setting impact. Since testing the hypotheses was contingent upon finding such effects, the hypotheses could not be tested.

Past research suggests that issue-type may constitute a suppressor variable, concealing the agenda-setting impact. A factor analytical procedure was carried out as a first step in testing this proposition. It resulted in the identification of two issue types: (1) unobtrusive topics that do not affect individuals' daily lives regularly, and (2) obstrusive issues with which people have direct daily experience.

The hypotheses were tested controlling for the issue variable, and resulted in strong evidence for agenda-setting influence on unobtrusive issues and minimal impact on the obtrusive ones. This generated the conclusion that the mass media play a limited role in bringing obtrusive issues before the public.

The study had shown that both newspapers and television hold the power to set the public agenda of unobtrusive issues, but they exert influence within different temporal contexts. Methodologically, the agenda-setting impact on the intra-personal public agenda was found to be different from the impact on inter-personal public salience.

The media agenda measuring duration and the time lag periods were found to bear directly on the results. As the two temporal measures were systematically varied, the research outcomes changed accordingly.

The choice of location appeared to constitute an independent variable as well and the obtained results are far from uniform for the three sites studied.

Finally, the choice of time period within the year during which to conduct agenda-setting research was found to be critical, especially within an election year, when political activity and interest culminate in vote-casting.

CONSERVATION, EMOTIONALLY AROUSING TELEVISION CONTENT AND THE RECALL AND UNDERSTANDING OF IMBEDDED COMMERCIAL MESSAGES Order No. 8005180

FARRELL, WILLIAM JOHN, PH.D. *Hofstra University*, 1979. 132pp.

The present study examined the effect of emotionally arousing television film segments on the memory of commercial messages imbedded within the film segments by children at two levels of cognitive development. In addition, the subjects awareness of commercial persuasive intent as a function of their cognitive development was investigated. The independent variables studied were arousal (high arousal, low arousal) and level of conservation (conservers, non-conservers). The dependent variables were: (1) memory of the commercial messages broken down into the component memory scores of product and brand name, free recall, specific recall and total recalled information about the commercials; and (2) understanding of the persuasive intent of the commercial messages.

The subjects were 48 male and female first grade children from a surburban elementary school. These subjects were assessed for level of conservation using the Concept Assessment Kit (Goldschmid and Bentler, 1968), classified as conservers and non-conservers and randomly assigned to treatment groups. These subjects were then exposed to one of the two film viewing conditions: (1) high arousal film segment; (2) low arousal film segment. Imbedded within each film program were four commercials whose order was held constant for the two film programs. Measures of the dependent variables were obtained immediately after exposure (2 minute interval) to the film conditions from a questionnaire administered by the experimenter and two assistants.

The following hypotheses were tested. (1) Subjects in the high arousal film condition would have commercial memory scores significantly lower than those subjects in the low arousal film condition; (2) Subjects who were classified as conservers would have significantly higher memory scores than subjects who were non-conservers regardless of arousal film conditions; (3) Subjects who were conservers would recognize the persuasive intent of commercial messages significantly more often than non-conservers.

The data concerning memory scores was analyzed by two-way analyses of variance. Chi-square analysis was used for the analysis of the persuasive intent data. A step-wise multiple regression analysis was performed with conservation as the criterion variable.

The results indicated that a relationship between film arousal level and subsequent memory of the commercials was not found. Subjects who viewed the high arousal program recalled the commercial messages equally as well as the subjects in the low arousal film condition. Conservation was found to have a significant effect on the memory of the commercial messages. Conservers scored significantly better than the non-conservers in the free recall of the scenic descriptions of the commercial messages. However, the hypothesized main effect for conservation on the memory of product and brand name, specific recall and the total information recalled about the commercial messages was not found. The hypothesized effect of conservation on the subject's awareness of the persuasive intent of commercial messages was supported by the results.

The interpretation of these results was discussed in relation to Zillman's (1971) theory of excitation transfer and Ward, Wackman and Wartella's (1977) formulation of children's development of consumer skills. Recommendations for future research were provided.

Directional hypotheses were used for statistical analysis. Student *t* statistics were used. No statistically significant evidence was found to support the research prediction that heavy viewers exhibited more coterminus non-viewing behavior (random, reading, playing, writing) than casual viewers. However, the heavy viewer mean ($\bar{x}$) behaviors were greater, as predicted, than the casual's (except for reading time).

There was insufficient statistical evidence to support the research prediction that heavy viewers exhibited lower average times per behavior (span of attention) than casual viewers. Only for reading did heavy viewers exhibit statistically significant lower average times than casual viewers. A significant F-ratio was also found for the average reading time behavior difference, thus suggesting violation of the assumption of homogeneity of variance for the *t* statistic.

There was no statistical support for the research prediction that casual viewers would exhibit greater sustained screen attention than the heavy viewers.

There was statistical evidence supporting the prediction that heavy viewers would recall more audio information from the program than the casual viewers. However, this was considered to be cautious evidence, since a significant F-ratio was found, and because the heavy viewers did not, as was expected exhibit more screen attention time.

There was no statistical support for the research prediction that casual viewers would recall more visual information than heavy viewers.

Operational definitions of the behaviors, as well as the sampling method were included. Also, interpretations and discussion of the results were included. Finally, limitations and recommendations for future research were included.

DIFFERENCES IN TELEVISION SCREEN ATTENTION, COTERMINUS NON-VIEWING BEHAVIOR, AND PROGRAM RECALL-COMPREHENSION BETWEEN HEAVY AND CASUAL COLLEGE VIEWERS

Order No. 8010136

FERRI, ANTHONY JOSEPH, PH.D. *Wayne State University*, 1979. 115pp.
Adviser: John W. Spalding

An analysis of differences in television screen attention, coterminus non-viewing behavior, and program recall-comprehension between heavy and casual viewers was conducted for this study. In the procedure, thirty heavy and thirty casual viewers from Wayne State University introductory speech classes were brought, individually, into a semi-naturalistic viewing environment (S-NVE) room. This room contained reading materials, playing material, and a television monitor.

After the subject entered the S-NVE room, the researcher went into an adjoining observation room. This latter room was constructed with a one-way glass which allowed the researcher to unobtrusively observe and record subject behavior. A video signal from a videotape player, containing a television situation comedy (with commercials at the head and tail of the tape), was fed to the monitor in the S-NVE room for the duration of the observation period (including subject entry into the room).

Since the researcher sought subjects' spontaneous viewing and non-viewing behavior during observation, they were given a 'cover' story (to prevent them from knowing the intent of the study) in advance of their entry into the S-NVE room.

At the conclusion of the observation period, subjects were tested for their audio and visual recall of the television program content. A locally-constructed questionnaire was specifically developed for the television program. It was designed to measure program recall (not commercial recall), and was pretested for validity, item analysis, and reliability.

Subject behavior was recorded onto a continuous roll of graph paper by use of an event recorder (Esterline-Angus Operation Recorded Model Voltage AW, 1-20p). The recorder was constructed with pens which recorded continuous ink lines on the paper for each behavior (five lines). When a behavior was observed, a button on the recorder was pushed, which then made the pen deviate the ink line for that specific behavior. From the roll of graph paper, both frequency and time (seconds) were physically measured for computation of the recorded behaviors.

A CONVERSATION AND CONTENT ANALYSIS OF INTERPERSONAL RELATIONSHIPS IN SELECTED TELEVISION SOAP OPERAS

Order No. 8012603

FINE, MARLENE GAIL, PH.D. *University of Massachusetts*, 1980. 167pp.
Director: Professor Fern L. Johnson

Academics traditionally ignore the study of the daytime television serial, popularly known as the soap opera. In recent years, however, the popularity and longevity of the soap opera form has forced both popular critics and academics to examine the role soap operas play in maintaining and shaping social and cultural values and behaviors.

Previous research indicates that many people watch soap operas because they believe that they are realistic. Yet content analyses of these shows often reveal that the characters and their lives are not realistic. This study is a description of the content and structure of dyadic conversations in selected soap operas. The major hypothesis for the study is that part of the reality dimension of the soap opera is carried through its conversational form and structue. Although the larger scope of the lives of soap opera characters may be unlike ours, the talk they engage in may be very like ours. The research questions for the study are: Who talks to whom? What do they talk about? Are there styles of conversations?

The sample for the study is five episodes from each of four current soap operas: AS THE WORLD TURNS, LOVE OF LIFE, ALL MY CHILDREN, and RYAN'S HOPE. The sample includes both older and newer, and one-hour and half-hour programs. Transcripts were made of 232 dyadic conversations in the sample. Each conversation was coded for length, sex of participants, primary and secondary relationships of participants, topics, speaking turns, topic shifts, placement and syntactic form of topic shifts, and conversational style.

The most frequent dyad on all shows was male-female, and the most frequent dyadic relationships were among friends, relatives, marriage partners, and co-workers. Same-sex and cross-sex relationships followed stereotypic patterns. Female-female relationships were generally familial; male-male relationships were generally professional; and male-female relationships were generally romantic.

The most frequent conversational topics were small talk, vocational/business matters, personality, marriage, family, romance, professional/business relationships, and deviant behavior. Topics were unrelated to sex of participants except for romance, a topic rarely discussed by male-male dyads. Family members, romantic partners, and friends generally talked about interpersonal topics, small talk, domestic matters, and reports of other people's activities. Professionals most often discussed professional relationships and business matters, and infrequently engaged in small talk.

Casual style was the most frequent conversational style in both unistylistic and multi-stylistic conversations. Within unistylistic conversations, casual style conversations were shortest and intimate style conversations were longest. Male-female dyads used intimate style much more frequently than either all-female or all-male dyads. Marriage partners, lovers, ex-marriage partners, and ex-lovers used intimate style more frequently than partners in other relationships.

The analysis of topic shifts within unistylistic conversations revealed few differences. Casual style conversations contained few topic shifts. Statements were the most prevalent syntactic form of topic shift in all conversations. Intimate style conversations contained some topic shifts in the imperative form.

The results of this study indicate that soap opera conversations are a subtle blend of the real and the unreal. Although conversational relationshiop, topics, and styles follow fairly stereotypic patterns, they also reveal a world in which people are intimately connected to one another within a cohesive community generally devoid of strangers. Soap operas also glorify the male-female relationship. Men and women have intimate relationships with each other, and frequently talk about intimate topics using intimate conversational style.

The study includes an interpretation of these results and directions for future research.

A STUDY OF THE JOB-RELATED GOALS OF THOSE ENTERING ENTRY-LEVEL POSITIONS IN BROADCASTING AS PERCEIVED BY STUDENTS OF BROADCASTING, BROADCAST EDUCATORS, AND STATION MANAGERS
Order No. 8001488

FUNKHOUSER, Edward Truman, Ph.D. Ohio University, 1979. 137pp. Director of Dissertation: Dr. Arthur L. Savage

This study surveyed 494 broadcasting students, 32 educators, and 167 broadcast station managers in order to discover the nature and extent of management and educator understanding of the needs of the young college-trained broadcast employee. The measurement instrument used for this study was a seven-point scale intended to measure the subjects' attitude toward twenty job-related rewards.

The broadcasting students evaluated the relative importance of the rewards as long-run career goals and as short-run first-job goals. Broadcast educators indicated their perception of the desirability of each reward to young college-trained individuals for a first job in broadcasting, and their perception of the extent to which broadcasters can offer each of the rewards to the young employees. Broadcast managers were asked their judgement of the relative importance young college-trained employees assign to each of the rewards, and the realtive amount of each reward they feel they can offer the young employees.

Generally college-trained entry-level employees need recognition for job performance, constructive criticism, social and professional interaction with people, challenging tasks, and a chance to demonstrate their talents and creativity. The relative importance students assign to the suggested rewards is moderated by students' personal characteristics including age, sex, employment experience, size of market in which they wish to work, type of job they desire, class rank, and scope of the academic program at their college or university.

Broadcast managers and broadcast educators over-estimate the college-trained entry-level employees' need for the extrinsic rewards of money, promotion and advancement, and glamour and social status. Both groups also over-estimate these young employees' need for an opportunity for leadership and freedom from supervision. The educators' evaluations of the needs for college-trained entry-level employees are higher for the extrinsic rewards than the broadcast managers' evaluations and lower than the broadcasters' evaluations for the intrinsic rewards.

The broadcast managers estimate of the amount of the higher-order self-actualization rewards they can offer is generally higher than the importance the students attach to these rewards, but the broadcasters estimate of the availability of the extrinsic rewards is lower than the students' desire for them. Also, the broadcast managers estimate of the extrinsic rewards' availability is lower than the broadcast managers' perception of the rewards' importance to students.

The broadcast educators, like the broadcast managers, perceive the availability of extrinsic and environmental rewards to be lower than their perception of the importance of these rewards to entry-level college-trained availability of the intrinsic rewards is not significantly different from their perception of importance assigned by the students. Also, the broadcast educators' perceptions of the availability of rewards in the broadcasting organization is generally more conservative than those estimates of availability offered by broadcast managers.

The results of this study call for recognition on the part of broadcasters of the need structure of each entry-level employee and a commitment to offer organizational resources to satisfy those needs so that the broadcaster may be able to effectively motivate the employee and thus make use of his qualities. Broadcast educators need to develop a better understanding of their students' aspirations and an improved perception of the broadcast industry environment.

THIRD CINEMA IN THIRD WORLD: THE DYNAMICS OF STYLE AND IDEOLOGY
Order No. 8001422

GABRIEL, TESHOME HABTE, PH.D. *University of California, Los Angeles*, 1979. 253pp. Chairperson: Professor Howard Suber

The focus of this dissertation is on a new kind of Third World cinema that made its debut in the early 1960s. This new cinematic movement, called "Third Cinema" was built on the rejection of the concepts and propositions of traditional cinema, as represented by Hollywood. The main aim of Third Cinema is to immerse itself in the lives and struggles of peoples of the Third World. Since the Third World should not continue to dissipate its culture and national identity, Third Cinema attempts to check this and conserve what is left. This study, therefore, of Third Cinema, is essentially that of films with social and political relevance and, it embraces the twin aspects of filmic experience - namely, style and ideology. In the body of this work, ideology and style are at times seen as inseparable and, at other times treated separately.

The first chapter introduces the concepts of Third Cinema and argues that the pioneering works done in the sixties are the historical antecedents of whatever Third Cinema holds. Following this brief over-view, Chapter II lays the theoretical foundation for the critical study of films with social and political orientation. Ideology, a prime concern of the practitioners of Third Cinema, is discussed and an interpretation of its concepts provided. Chapter III deals with the five major themes of Third Cinema, and shows how each treatment is a call for action. Chapter IV attempts to conceptualize what constitutes a revolutionary film. Due to the disparity in interpretation it was necessary to pin point what a revolutionary film is, through the close reading of some of the best films from the Third World. Attention was paid to their innovative style and ideological orientation.

The view that emerges in Chapter V is the direct link of style to ideology. The Chapter utilizes a three pronged approach: (a) a comparative textual reading of an American and a Cuban film on the same subject matter; (b) a comparative aesthetic exploration of two films from South Africa, and three films on Mexican revolution, and (c) a comparative distinction of two films on stylistic and ideological grounds. Chapter VI attempts to deal with the whole question of cultural codes versus ideological codes. The chapter establishes the relation between film and ideology as mediated through culture. The dissertation shares the generally accepted view that culture rather than ideology is the object of style, but the alternative view that ideology rather than culture is the object of film is rigorously debated. Style cannot bypass culture nor can film bypass ideology. While a direct or spontaneous relation between style and ideology is denied, therefore, the relationship of film to ideology is not. Film and ideology mutate in response to shifts in style, and are not seen as absolutes because they interact and compliment each other in film practice. The study concludes with Chapter VII by suggesting that, unless made impossible due to repressive conditions, Third Cinema can be truly its own by establishing a pattern of education leavened with entertainment.

QUALIFICATIONS OF CANADIAN BROADCAST EDUCATION FACULTY: A COMPARISON TO MODEL QUALIFICATIONS AS RECOMMENDED BY TWO JURIES OF EXPERTS

Order No. 8013889

GILLEY, RICHARD WILLARD, ED.D. *Brigham Young University*, 1980. 212pp.

The purpose of this study was to ascertain the extent to which instructors of broadcast education courses in Canada during the fall quarter of the 1978-1979 academic year possessed professional qualifications as perceived necessary by two juries of experts, one selected from the private sector and the other from the public sector of the Canadian broadcasting industry. A second purpose was to determine the extent of congruency of expectations of the two juries of experts relative to instructor preparation.

The results of this study indicate that full-time work experience in broadcasting was the most important professional qualification which should be possessed by a Canadian broadcast educator. While over 90 percent of the respondents met the standards in this qualification area, standards in other qualification areas were not met to a similar extent. The study also determined that the expectations of the two juries selected from the public and the private sectors of Canadian broadcasting were essentially identical, as indicated by a Pearson coefficient correlation of .9073, significant at the .01 level.

A CRITICAL EXAMINATION OF RHETORICAL ARGUMENT IN NARRATIVE ENTERTAINMENT ON TELEVISION: A CASE STUDY OF SELECTED DRAMATIC PROGRAMS

Order No. 8008210

GOULART, ELWOOD, PH.D. *Indiana University*, 1979. 206pp.

This study examines the use of idea-oriented arguments in dramatic narrative entertainment programming on television. Six episodes from three similar series, *Star Trek*, *Space: 1999*, and *Battlestar Galactica*, were used as the sample for this comparative and contrastive investigation of covert rhetorical functions. The episodes were divided into basic sequences comprising the stories, synopsized to reveal idea content, and then an assessment was made of the interrelationship between their idea content and arguments conveyed. Serving as location points for arguments were these generic narrative elements: conflict-crisis, characters, dramatic resolution of conflict, climax-outcome, and theme. A range of possible modes of argument--designated as analogical, authority, causal, chain, combination, definitional, and generalizational--was adopted from Ch. Perelman and the writings of other contemporary rhetorical and argumentation theorists.

Star Trek was used as a yardstick for this initial investigation into the uses of rhetorical argument in dramatic entertainment on television since the 1966 series shows evidence it was designed to convey particular positions about beliefs, attitudes, and values to viewers. The analysis of the six episodes provided data regarding presentational techniques, message composition, and narrative styles as they developed in more than a decade of commercial television programming.

One chapter examines how *Star Trek* episodes convey a reasonably consistent, holistic idea orientation based on beliefs, attitudes, and values associated with broadly universal political and social issues. Episodes ostensibly concern the adventures of space explorers on missions of discovery, yet the basis for the explorers' behaviors is a well-defined value system based on taking delight in differences between life forms in the cosmos while promoting peaceful coexistence among them.

Another chapter concerns *Space: 1999*, a series which involves a human colony that is blasted out of orbit on the Earth's moon. Episodes are shown to offer some observations about humanity similar to ideas expressed in *Star Trek*. As a result of production and scriptwriting weaknesses, however, it is demonstrated that only random platitudes are conveyed; ideas are not rhetorically well-developed.

A third chapter examines *Battlestar Galactica* episodes and concludes that they have a comparatively limited rhetorical significance. Episodes primarily concern a continuing space war between humans and aliens. Human heroism coupled with a decidedly pro-war and militaristic value system comprises the basis for the human behaviors in the episodes. Several weaknesses associated with script-writing and character development are shown to diminish the series' rhetorical potential.

A reliance upon analogical and generalizational modes was found in the sample as emotional/psychological elements (such as the action/adventure emphasis, credible portrayal of space travel and technological hardware) are integrated with logical/rational claims (such as the preference for peace over warfare and an emphasis on certain desirable behavioral traits in people) to make arguments regarding viewer's beliefs, attitudes, and values. It is shown how propositions or claims can, in fact, be embedded in television drama to direct people to look at the world and at other people in particular ways. Findings suggest that the relative distinctiveness of idea orientation in an episode, in addition to how arguments are adapted to specific viewers, govern the rhetorical potential of a program. To be rhetorically effective, narrative entertainment on television appears not to require a demonstrable intent on the part of producers or writers, nor a single idea or issue upon which to state a given viewpoint, nor even a system of ideas which are philosophically or intellectually related to each other. Rather, narrative entertainment seems to be most effectively rhetorical if distinctive idea content can be appropriately adapted in argumentational modes to a specific audience.

WORKING CLASS FEMALE ROLE MODELING AS INFLUENCED BY PARENT-CHILD INTERACTION AND TELEVISION VIEWING

Order No. 8003435

GRIEVE, CATHERINE ANNE, PH.D. *University of Denver*, 1979. 154pp.

The general purpose of this dissertation was to investigate the effects of interpersonal communication and mass communications stimuli on the child's role-modeling process. An exploratory study was conducted to examine relationships between mass media, family interaction, and role perceptions.

More specifically, this study attempted to (1) delineate patterns of exposure to televised female models among working class female children; (2) examine role identification with female roles both real and televised; (3) analyze need gratification that can be associated with role modeling; (4) examine parent-child interaction and its relationship to television viewing habits, role modeling and occupational awareness.

The study was based on personal interview with nine-to-eleven-year-old females (n = 78) from working class families. The interviews were designed to assess individual needs, sources of need satisfaction, media choice and audience orientation. The interview was selected as the method of data collection because it provided the researcher with information derived directly from the subjects.

In general, less exposure to television viewing was found associated with more parent-child interaction. The parent-child interaction among low television viewers focused more on topics about education and occupational goals. The results suggest that television can serve as a stimulus for communication between parent and child if the parent(s) watch television with the child or if the viewing is properly monitored.

It was also found that regardless of the amount of television viewed, the respondents did not differ substantially from one another in terms of how much they felt they learned from television. The extent and application of information gleaned from television may be contingent upon the amount of parent-child interaction.

The majority of the respondents said women in real life were more important than TV models in helping them decide what they wanted to be when they grew up. The opportunity to communicate interpersonally influenced their choice in favor of real women.

The findings of this study indicate that (1) television does provide female working class children with information about sex roles; (2) the child's use of this information may be contingent upon television viewing habits and relationships with real life role models; and (3) the processing of information about sex roles is influenced by the amount and degree of interaction the child has with her parent(s).

Furthermore, the study suggests that subsequent research is warranted in order to more specifically define the role of television viewing and parental interaction on role modeling behavior and other role-related topics including the influence of the two communication stimuli on the acquisition of social values and the creative use of television.

ANALYSIS OF THE REGIONAL TELEVISION BROADCASTING IN THE UNITED KINGDOM, 1954 - 1979 Order No. 8007381

HANSON, JARICE K., PH.D. *Northwestern University*, 1979. 236pp.

Purpose. Television broadcasting in the United Kingdom began a process of decentralization in 1970, as the BBC responded to the competition afforded by the Independent Broadcast Authority, which began transmissions in 1954. In response to the need for greater regional representation, both the BBC and IBA have increased their amount of programming aimed directly at the regional populations with concern to the changing populations, economic, and cultural differentiations. This study discusses the concerns of television programmers in the United Kingdom as far as their perceived responsibilities, and with reference to the accountability of broadcasters to serve their publics. Through an analysis of the historical precedents leading to the decentralization, the current trends in programming are ascertained, and the role of broadcasting organizations within countries (using the United Kingdom as a case study) are discussed.

The BBC Model of communications has been widely copied throughout the world, and with the major reorganization which occurred in 1970, precedents were also established to which other countries have responded. Decentralization is a process which television systems undergo when they become large enough to separate from one major organ of control and decision making.

Methodology. The study is historical in approach, because the precedents leading to the decentralization are firmly grounded in an historical framework, and it was felt that this type of approach would best explain the changes which the British broadcasting industry has undergone through time.

The study examines the British broadcasting structure as it has evolved through various stages, the first involving the development of the British Broadcasting Company and the growth of the British Broadcasting Corporation. Though important decisions in the history of broadcasting in Britain, from the formation of the Company in 1922 up to the Pilkington Committee's report to Parliament in 1954 are discussed, major importance is placed on the period between 1953 and 1979: times which saw the creation of the Independent Television Authority, the beginnings of BBC 2, the eventual decentralization in 1970, and the projection of the present structure of British broadcasting through *Broadcasting In the Seventies*, and the Annan Report.

Justification for the Study. The United Kingdom provides a case study for regional broadcasting. The various topographical, political, and economic differences between regions in the U.K. reflect problems characteristic in several countries which have a similar high population density. As broadcasting "grows-up" the accountability and responsibility of broadcasters is re-defined.

Limitations of the Study. The findings of this project are not intended to be judgements, prescriptions or remedies for programming. Instead, this study is intended to provide a basic understanding of the way in which regional programming satisfies the needs of the region it serves.

Source Materials. Several individuals who actually made decisions involving the decentralization have been interviewed for the study. In addition, the reference libraries of the BBC, IBA, and the Westminster City Reference Library in London were the greatest sources of printed material. Publications by the BBC and IBA, as well as British Government Publications were sources for the historical precedents, and the comments cited therein were sources for cultural information, such as values, interests and attitudes.

Evaluation. The decentralization of broadcasting powers and the regionalization process was a response to the growing responsibilities of television, and therefore, provided a better service to a greater number of people in a country. The regional concept is a forerunner of broadcasting systems for the future, and will undoubtedly have an influence on every broadcasting organization.

FREEDOM, RESPONSIBILITY, AND THE INTELLECTUAL IN THE DEVELOPMENT OF JAPANESE MASS COMMUNICATION (VOLUMES I AND II) Order No. 8012373

HARSEL, SHELDON MAYNARD, PH.D *The University of Iowa*, 1979. 654pp. Supervisor: Professor Hanno Hardt

The development of mass communication in Japan is interdependent with the nation's political, cultural, and intellectual evolution from the middle of the nineteenth century to the present. It included the development of the social role of the journalist, of which two somewhat distinct types emerged.

One type is that of the intellectual journalist and the other that of the institutional journalist. This study traces the development and the movement towards professionalization of the intellectual journalist during the course of Japanese mass communication history from its beginning to the present, with special attention given to the importance of the Occupation period and other critical times.

A historical-cultural perspective is employed to examine the central issues in the professionalization of the intellectual as journalist: the journalists' concept of their own social role in relation to intellectual freedom and responsibility. The data are the events, ideas, problems, and conflicts in mass communication history and in descriptions of the professional intellectual role by participants and observers in it.

It is shown that professionalization may accompany tendencies toward either greater institutionalization or greater intellectualization, organizational and ideological subservience or independence, openness or intolerance toward diversity. The concepts which appear to determine the direction of development are those of intellectual freedom and responsibility and the journalists' notion of public opinion and their relation to it.

There are comparative and area-study purposes to this investigation and it offers a methodological suggestion that one way to study a communication system is through the demands and questions put to it from within.

FACTORS RELATING TO SALESPERSON PRODUCTIVITY AT SMALL MARKET RADIO STATIONS Order No. 8000041

HINMAN, Donald Phillips, Ph.D. Bowling Green State University, 1979. 247pp.

The determination of what constitutes a productive salesperson has been a concern of broadcasters. Small market radio stations are particularly of concern because they operate in a different manner than other types of broadcast stations. That difference is due to the nature of the small town economy and the intangibility of the product sold because of a lack of adequate audience measurement. The primary purpose of this study was to determine what characteristics were associated with productive small market radio salespersons.

Characteristics relating to domains of personal history, job behavior and personality were suggested in the literature. A mail questionnaire containing indicants of these dimensions was sent to 1250 randomly selected small market radio stations in the United States. A total of 498 useable questionnaires from salespersons were returned.

Productivity was measured by sales volume, income and number of clients and regressed on variables representing the domains of characteristics. The Self-Description Inventory (SDI) by Ghiselli was used to operationalize personality traits. However, the SDI was found to be unreliable which resulted in rejection of the instrument.

Eight job behavior factors were isolated. Use of extra sales materials and techniques, providing a consultant/information service to the client and entertaining the client were found to positively relate to productivity. "Small talk" rapport had a negative relationship. Use of formal sales tools, client list development through referrals, client list development through media sources and development of a personal friendship with the client did not relate to productivity.

Four dimensions of personal history were explored. A curvilinear relationship (positive) was found between productivity and current experience. Past radio sales experience was also found to positively relate to productivity. Previous announcers were not found to be more productive than other salespersons; however, current announcers were found to be significantly less productive than non-announcer salespersons. Age had a positive significant relationship with productivity, although that relationship was explained by the high correlation between age and current experience. Education was related to productivity when the effects of current experience were held constant. Higher levels of educations were associated with productivity. Membership in clubs and organizations was found to have a significant relationship with productivity.

The overall finding was that salespersons who worked full-time and displayed extra effort in the performance of the sales job were more likely to be productive.

THE EFFECTS OF NEWSCASTER SEX AND VOCAL QUALITY ON VIEWER PERCEPTIONS OF HOMOPHILY AND INTERPERSONAL ATTRACTION Order No. 8007158

HUTCHINSON, KEVIN LEIGH, PH.D. *University of Missouri - Columbia*, 1979. 132pp. Supervisor: James W. Gibson

Generally broadcasting research, television news executives, and viewers support male newscaster superiority. Theoretical conceptualization of an "ideal newscaster" also emphasizes the importance of gender, in favor of the male news broadcaster.

Also, research in speech communication, speech disorders, and broadcasting have emphasized that voice disorders and voice characteristics are salient features relating to effective communication. A normal or good voice quality is favored over various vocal quality disorders for effective communication, and has been found to affect various dependent measures differentially. The purpose of the present investigation was to examine the effects of newscaster gender and vocal quality upon viewers' perceptions of homophily and interpersonal attraction.

Before the experiment was conducted, the experimental videotapes were subjected to stimulus validation. The first stage of the validation procedures involved the vocal quality simulations, which were randomly presented to and rated by six clinically certified speech pathologists. High agreement on the vocal quality simulations resulted in acceptance of the validity of the vocal quality manipulations.

With the established validity of the simulated vocal quality simulations--normal, nasal, and breathy/tense--the normal voice quality tape was viewed by students who completed scales which measured the dominance, believability, pleasantness and responsiveness based upon the nonverbal cues elicited during the news presentation. Subsequent statistical analyses of the measures indicated no significant differences for the nonverbal measures and the believability scale.

The experimental treatment tapes were randomly assigned to intact classes and data were collected on viewers' perceptions of homophily and interpersonal attraction. The homophily scale contained two factors labeled attitude and background; the interpersonal attraction scale contained three separate factors--task, social, and physical.

To assess the effects of newscaster sex and simulated vocal qualities on the dependent measures, the self-report responses from one hundred and seventy-six subjects were analyzed. The Hotelling-Lawley Trace multivariant analysis of variance statistic was used for simultaneous analysis of the dependent and independent measures. An alpha of .05 was required for statistical significance.

Statistical analyses indicated no significant differences for measures of perceived attitude and background homophily, for newscaster sex and vocal quality, regardless of subject sex. Only the physical factor of interpersonal attraction reached statistical significance for the main effect of newscaster sex. No significant differences were observed for the task and social dimensions, regardless of the independent variable under consideration. The results are discussed in light of previous theory and research.

PUBLIC AFFAIRS INFORMATIONAL STATUS ATTAINMENT MODELS IN THREE NATIONS: PERU, VENEZUELA, AND THE UNITED STATES Order No. 7927179

KANERVO, Sarah Ellen Williamson, Ph.D. The University of Wisconsin–Madison, 1979. 354pp. Supervisor: Professor John T. McNelly

In developed and developing nations, in stratified and egalitarian societies, researchers commonly find disparities between socioeconomic groups in their awareness of various topics. These differences seem to be related to differences in exposure to the mass media, which in turn appear to be strongly related to differences in socioeconomic resources such as income and education. Discovering the process by which a person acquires information useful for improving his position in society is important if one wants to find ways to narrow this knowledge gap.

This study investigates what roles the mass media and interpersonal communication play in attaining knowledge of public affairs. It also examines the effects of stratification variables such as parental background and respondent's education and income on public affairs informational status. The path model hypothesized suggests that one's father's educational attainment leads to one's own educational attainment and that both of these in turn lead to one's income. One's own education and income affect organizational participation and all three of the variables influence mass media usage and interpersonal discussions of public affairs. The communication variables and education then lead to holding of public affairs information.

This basic model, along with variations, was tested using path analysis, on sample survey data gathered in Madison, Wisconsin; Barquisimeto, Venezuela; and Lima, Peru. The model was run for each setting to see whether the informational status attainment process might differ among social systems with different constraints on the means of acquiring information. It was also run separately for high and low socioeconomic groups in each country to see whether the process might differ among people at different ends of the stratification continuum.

Data fit the hypothesized path model of the informational status attainment process fairly well in all three cities. Results from all three settings also confirmed hypotheses that the variable of education and the mass media variables of exposure to public affairs programming on radio and television and exposure to public affairs magazines and newspaper articles were more important in influencing information holding in the lower strata than in the upper. In line with these findings but opposite to what was predicted, interpersonal political discussions proved more important in influencing public affairs informational status for the low socioeconomic groups.

Differences in the model among the three countries were less clearcut; in fact, the model proved more alike than different across countries. As hypothesized, the variable of education did seem to be more important for information holding in the developing nation of Peru than the transitional nation of Venezuela and more important in Venezuela than in the United States. No discernible pattern among the settings in the influence of income on public affairs information holding emerged. Opposite to what had been predicted, only in Lima did organizational participation enter as an integral part of the informational status attainment process. Frequency of political discussions appeared to be more influential in Barquisimeto and Lima than in Madison.

Thus most variables appeared to be more important in influencing public affairs information for the lower socioeconomic strata and for the less developed nations, and it appears that to the extent that disadvantaged groups attain a higher education and pay more attention to the mass media they stand to gain relatively more from these efforts than their more advantaged counterparts.

THE STRUCTURES, ACTIVITIES, AND POLICIES OF UNDA, THE INTERNATIONAL CATHOLIC ASSOCIATION FOR RADIO AND TELEVISION Order No. 7928649

KERSTEN, KEVIN FRANCIS, PH.D. *The University of Wisconsin - Madison*, 1979. 2287pp. Supervisor: Professor Don R. LeDuc

It is a truism to say broadcasting penetrates world contemporary society and culture, even organized religion. Lers known are Christianity's organizational means to penetrate the world of broadcasting. One such means is the International Catholic Association for Radio and Television, the subject of this study. Its members call it Unda, Latin for wave.

Subject. Unda aims to foster apostolic and professional activities of Catholics in broadcasting for the purpose of evangelization and development of men. To this end it acts as a catalyst for collaboration among its members at the national, continental and world levels through activities like workshops, conferences, research, information exchange, and collaboration with other organizations. It also helps broadcasting projects in developing nations by arranging for the training of indigenous personnel and serving as a conduit for transnational aid. The backbone of Unda's membership is its 101 National Associations (NAs), formed by individuals and groups working professionally or pastorally in broadcasting. Eleven Catholic International Organizations (CIOs) that work in broadcasting and accept Unda's aims are also members.

Purposes. This study describes Unda, comprehensively and systematically. It examines the nature and composition of Unda's membership, analyzes its structures, surveys its activities, and provides a synthesis of its policies at all levels--national, continental, and international. It also amasses, organizes and presents data heretofore unavailable to specialists in international communication, international organization, pastoral theology, and ecclesiology.

Methodology. Although incorporating quantitative data, the study is in the tradition of qualitative research. Methods were favored which enabled productive, efficient use of descriptive data in massive amounts, generated from Unda's own documents and the testimony of those who run it, belong to it, created its present structures, and are affected by it. The aim was to describe Unda *a posteriori* and inductively. During thirty-eight months of data-gathering, Unda's laws, proceedings, publications, live files and archives were scrutinized. Additional data were generated by personally observing sixteen major Unda events, questioning numerous Unda authorities and associates, and formally interviewing all Unda's officers. Examining the data revealed the types and characteristics of those belonging to the NAs and of the CIOs. Subsequent examinations revealed the structural and operational characteristics of Unda at each of its three levels.

Presentation and Findings. Relying heavily upon illustration and example, the presentation parallels the sequence in which the data were examined and mirrors the dynamics of Unda's own structures. Thus, the constitutents of the NAs and the CIOs are described first because Unda's *raison d'etre* is to serve them. Second, the NAs themselves are described since they are Unda's most fundamental entities and the source of its vitality. Six Continental Groups, formed by the NAs in their respective regions, link the national and international levels. Description of them in the presentation's third phase gives a more precise understanding of Unda globally. It also facilitates describing Unda's structures and works at the international level, which is done in the final phase of the presentation.

The presentation reveals five policies characterizing Unda at all levels. First, because it depends on the vitality of its NAs, Unda urges them to include as many as possible--broadcasting professionals, stations and organizations as well as pastorally oriented individuals, offices and groups. Second, Unda's government and activities are guided by the subsidiarity principle. Third, Unda continually strives to occasion contact and collaboration among its members and others with allied interests. Fourth, Unda prefers works serving the needs and aspirations of its members. Finally, Unda endeavors to reflect, represent and foster the Church's work in broadcasting--understanding the Church both as an institution and as the People of God in all its diversity.

A STUDY IN THE USE OF COMPRESSED SPEECH FOR THE PRESENTATION OF RADIO NEWS Order No. 8003586

KINGHORN, CLIVE J., ED.D. *Oklahoma State University*, 1979. 56pp.

Scope and Method of Study. This study examines the use of compressed speech in the presentation of a radio newscast. It hypothesizes that the use of various speech rates should show no significant difference between listener scores on comprehension-recall and in their rating of newscast acceptability and credibility. A newscast was recorded at 154 words per minute (wpm) and compressed to 183, 208 and 240 wpm. The four newscasts were assigned to four classroom groups at Oklahoma State University. A multiple choice test was utilized to determine comprehension and recall of the newscast material. A semantic differential test instrument was used to determine acceptability and credibility of the newscasts. A completely randomized design analysis of variance was used to test treatment differences. Duncan's Multiple Range Test was then applied to compare all possible treatment means.

Findings and Conclusions. Results of the study revealed no significant difference on the comprehension-recall test between participants who listened to the compressed newscasts and those who listened to the newscast at the normal rate. But the speech rate did significantly affect the ratings given to the newscasts that were compressed. Further, the newscast recorded at 240 wpm was significantly less acceptable than the other three rates and significantly less credible than the 154 and 208 wpm newscasts. A summary conclusion was that listening time could be saved through the use of compressed speech without loss of comprehension but at the expense of acceptability and credibility.

ADVERTISING INTENSITY AND MARKET CONCENTRATION WITHIN SELECTED PRODUCT CATEGORIES Order No. 8006146

LANCASTER, KENT MICHAEL, PH.D. *Michigan State University*, 1979. 183pp.

Despite the lack of any clear evidence or theory that advertising is either a source or a consequence of market concentration, that uncertainty is not reflected in recent and separate policy proposals and decisions that assume advertising both restricts and stimulates competition. The question therefore deserves further consideration.

A review of this literature disclosed: (1) the existence of five contradictory theories, with supporting evidence, regarding the relationships between advertising and market concentration, (2) some clear evidence that increasing returns to advertising messages do not exist for single brands, (3) contradictory indirect evidence of scale economies due to industry or firm advertising intensity, and (4) conflicting evidence as to the existence of pecuniary scale economies due to media rate structures, especially network television advertising rates, whigh may favor large, multi-product, multi-industry advertisers at the expense of their smaller rivals.

Special specific shortcomings of previous theories and methods were identified including: (1) use of the advertising-sales ratio, (2) insufficient attention to the relative distribution of advertising expenditures among the firms within an economically relevant market, (3) aggregation of advertising expenditures into a single index which disguises the likely differential impact on consumer behavior of separate advertising media categories and (4) use of small industry samples at high, three and four-digit, IRS and SIC levels of aggregation.

This study attempted to overcome these limitations by: (1) providing a theoretical basis for the use of absolute advertising expenditures instead of advertising-sales ratios, (2) comparing the relationship to sales and to market share of three different measures of advertising, (3) testing directly for scale economies in firm and in brand total and separate advertising media expenditures, (4) providing a theoretical basis for examining the share of advertising among the firms or brands in an industry and examining these relationships both within and across industries, (5) examining total and separate advertising media expenditures available from dedicated trade sources in relation to corresponding sales and market share data available from a leading trade journal from 1970 through 1975 for a large number of firms and brands within 19 narrowly defined and economically relevant consumer non-durable product categories.

Several hypotheses were tested using linear and log linear multiple regression techniques and the following major findings are supported: (1) There are, on average, strong diseconomies of scale in total advertising expenditures at both the firm and the brand levels of aggregation. However, diseconomies in advertising are much greater at the brand level of aggregation than they are at the firm level of aggregation. (2) In the ready-to-eat category, there appears to be slight economies of scale in total advertising expenditures at the firm level of aggregation, but not at the brand level of aggregation. (3) There are strongly diminishing returns to individual advertising media expenditures such as network television, spot television, magazines, network radio, newspaper Sunday supplements and outdoor. However, diseconomies in network television advertising or in spot television advertising are often much greater at the brand level of aggregation than they are at the firm level of aggregation. (4) The relationships between brand total advertising share or brand network television advertising share and brand market share are positive and significant in each product category. (5) Network television advertising shares clearly explained significantly more of the variation in brand market share than the share of any other advertising media category for: Toilet Soaps, Deodorants, Shampoos and Rinses, and Cereals. (6) The potential exists for regressions of brand market shares or brand advertising-sales ratios to lead researchers to infer economies of scale in advertising expenditures, when, in fact, there are, on average, strong diseconomies of scale in advertising.

MOTIVATION AND CHILDREN'S LEARNING FROM TELEVISION

Order No. 8008826

LOMETTI, GUY E., PH.D. *The University of Wisconsin - Madison*, 1979. 212pp. Supervisor: Assistant Professor Byron Reeves

The purpose of this research was to replicate and extend developmental research on children's learning from the media and to validate the uses and gratifications approach to the study of media effects by manipulating motivations. Two kinds of learning were studied; central learning (plot-relevant information) and peripheral learning (plot-irrelevant information).

A field experiment was carried out. Two televised segments were shown to 343 children from the fourth, sixth, seventh, and eighth grades. The TV shows differed in their complexity (amount of information) which was varied by adding to the audio portion of the program (Wild Kingdom) information about the show's content (porpoises). This version constituted the high-complexity program. The low-complexity program did not contain this additional information.

Two levels of motivation were manipulated (surveillance and entertainment). A third condition received no motivation. In the surveillance condition, subjects were instructed to watch the program and learn all they could because they would have a quiz immediately after the program. In the entertainment condition, subjects were instructed to sit back and relax with their friends and have a good time while they watched the program. Control condition subjects received no instructions.

Central learning increased from fourth- to both sixth- and seventh-grade children. Peripheral learning increased from fourth- to seventh-grade children while the decrease approached significance between seventh- and eighth-grade children ($p < .059$).

When interest in the TV show, sex of the subject and their perceptions of reality (for the program) were controlled, older children (sixth and seventh graders) learned more than younger children (fourth graders). Similarly, eighth graders learned more than fourth graders. Controlling interest, sex and perceived reality revealed that peripheral learning increased from fourth to seventh graders while it decreased from seventh to eighth graders. However, when sixth and seventh graders were treated as a group, peripheral learning increased from fourth to sixth and seventh graders, while it decreased (though not significantly) from sixth and seventh graders to eighth graders. These findings are important for two reasons. First, the peripheral learning findings were only significant when grade levels were not grouped. Second, interest and sex were significant predictors of learning. The more interested learned more than the less interested, and boys learned more than girls. With these factors statistically controlled, however, significant developmental differences in learning remained.

Children's perceptions of central and peripheral material were consistent across grade levels. However, children and adult judges differed in their perceptions of these materials.

Although children differed in the size of the groups in which they viewed the TV program, this factor was not important in influencing their learning of either central or peripheral material.

Control-group children learned more central material than either the surveillance- or entertainment-group children. While this study manipulated motivations, children's self-report measures of why they watched the programs were also assessed. The high-measured-surveillance-motivated children learned significantly more central and peripheral material than the low-measured-surveillance-motivated children. Both of the measured motivations (surveillance and entertainment) were positively related to both forms of learning. Only the relationship between entertainment and central learning remained significant after interest and sex were controlled statistically.

DESCRIPTIVE ANALYSIS OF THE FACTORS THAT INFLUENCED THE CREATION, INTRODUCTION, AND IMPACT OF SELECTED TELEVISION PROGRAMS OF THE YEARS, 1946 TO 1976

Order No. 8001465

MACKENZIE, Alexander C., Jr., Ph.D. Case Western Reserve University, 1979. 396pp.

In the world of history, politics, economics, and other almost countless disciplines, influential occurrences or landmark events have existed and have been recognized and identified by the practitioners of that discipline. It is reasonable to assume that within the comparatively short history of commercial television certain influential television programs have been landmark-like occurrences that have played a shaping role in the construction of other commercial television program types. This was the premise of this study.

The term trendsetting was selected as the word that best described this type of landmark-like television programming. Trendsetting referred to programs that were innovative, or extremely well done, or influential in creating similar shows. Trendsetting also meant a program that broke with tradition or that established new standards for the program industry. In addition, these programs had to have drawn sizable audiences and had to be considered reasonably successful by economic considerations of the networks.

Nine television programs, for the years 1946–1976, were identified as trendsetting. Three groups of judges were mailed a questionnaire seeking the identification of such programming. The three groups of judges were broadcast critics; broadcast college instructors holding the Ph.D. degree; and television writers, producers, directors, and network executives.

The review of the existing literature had revealed that little was written about the actual influences that determine and shape the program offerings presented to the viewing public. Understanding those elements that most influenced the development of these highly influential and innovative programs should create a greater historical understanding of past program practices and lend information that will allow for a greater understanding of current television programming directions.

In chronological order, the nine selected programs were: "Your Show of Shows," "I Love Lucy," "See It Now," "Today," "Tonight," "Gunsmoke," "Playhouse 90," "Laugh In," and "All In the Family."

The primary research tool was the interview. The original writers, or producers, or directors, or network executives associated with each of these selected programs were identified and interviewed.

Among the goals of this study were these objectives:

1) To describe the extent to which the television networks ascribe to and institute empirical audience analysis prior to a new television program.

2) To describe the types of empirical measurements or instruments that were employed by the networks to assess the public's wants, wishes, needs, or interests prior to program creation.

3) To identify predominant societal elements or events within the television industry itself that may have been influential in the creation of these trendsetting programs.

This study's conclusions indicated that television programming owed a great deal to radio programming practices. Television programming developed without a long range plan of program development by the networks; many of the successful television program decisions were guesses at what might work. Empirical research had not been an instrument employed in early television program development with great regularity.

It appears that the process of program selection is a highly complex and creative enterprise that is far from having the attributes of an exact science. Personal intuition and the patterns established by prior program successes seem to be the most pressing influential factors in program creation and selection. The determination of how long that particular program will air, however, is purely an economic decision based upon rating indices. The concepts of artistic contributions and levels of quality have not exerted the strongest influences upon program selection and program longevity.

SOCIAL COMMUNICATION AND THE MASS POLICY AGENDA

Order No. 8007782

MACKUEN, MICHAEL BRUCE, PH.D. *The University of Michigan*, 1979. 183pp. Chairman: Philip E. Converse

The nature of citizen political consciousness has for centuries remained a central point of inquiry for social theorists. This thesis examines the roots of short-term shifts in the public's agenda orientations for a period of fifteen years, paying particular attention to the part played by the mass media. After outlining a dynamic inferential model, the basic notion that citizen views are shaped by the press is found to hold, but to be somewhat more restricted than previously demonstrated. In particular, sensitivity toward economic concerns are revealed to be a reflection more of objective conditions than the weight of news coverage, at least once a threshold has been passed. In addition, dramatic political events impact individual political views in such a way that conforms with a model in which the citizen judges the significance of his symbolic environment, and does not simply react to its topical distribution.

In terms of the enduring character of these judgments, the analysis demonstrates that these impacts last for a period of months rather than days or years. Furthermore, the greatest sensitivity to environmental changes is found for those citizens with greater cognitive skills and interest in political matters, and the least by those less attuned to public affairs. Finally, an extra boost in reactivity arises for those who participate in political conversations. Thus, with the possible exceptions of purely economic concerns, citizen linkage to the political climate suggests itself to be associated with social-psychological rather than instrumental motivations. The implications of these results for democratic theory, both in terms of personal alienation and system performance, are then briefly sketched out.

THE ELECTRICAL IMAGINATION: PREDICTING THE FUTURE OF COMMUNICATIONS IN BRITAIN AND THE UNITED STATES IN THE LATE NINETEENTH CENTURY

Order No. 8009099

MARVIN, CAROLYN ANN, PH.D. *University of Illinois at Urbana-Champaign*, 1979. 279pp.

Societies are constantly trying out new futures for size in their speculative predictions and early innovative efforts with new technologies. The social definition of what the social communications network consists of and how it operates is a historically shifting one, and must be imaginatively constructed by each society partly on the basis of the communications technologies available to it. The invention of the electric light, telephone, phonograph, cinema, and wireless over a generational span at the end of the nineteenth century transformed expectations about twentieth-century communications in Britain and the United States in a way that resembles our own attempts to wrestle with the future of computers, satellites, and lasers.

This thesis describes and examines: (1) the significance of electricity generally for the late nineteenth-century social imagination (2) specific predictions about communications inventions, including a number of recurring predictive themes (3) efforts to implement some of these predictions, including the construction of messages by means of electric light banks, or electric light projection on clouds and buildings, and the regular distribution of news, sermons, concerts, and other kinds of programming by telephone.

Social prediction and early implementation of new technologies are essentially conservative and reproduce the familiar world. The stream revolution, for example, provided the major conceptual model for considering many of the social effects of electric media. Inevitably, however, the contemplation of change is a two-way process which makes use of old ideas but exposes them to revision from contact with new ideas and circumstances.

This thesis is based on evidence from popular, scientific, and professional journals in Britain and the United States in the 1880s and 1890s.

GAY ACTIVISTS AND THE NETWORKS: A CASE STUDY OF SPECIAL INTEREST PRESSURE IN TELEVISION

Order No. 8008506

MONTGOMERY, KATHRYN CHRISTINE, PH.D. *University of California, Los Angeles*, 1979. 243pp. Chairman: Professor Ruth Schwartz

This study set out to examine the relationship between a special interest group--the gay activists--and the three commercial television networks. The primary purpose of the research was to gain an understanding of the process of pressure exhibited by the gay activists and the way in which that pressure affected network decision making relative to programming content.

The focus of the research was on the two principal gay activist groups dealing with network television: the National Gay Task Force (NGTF) and the Gay Media Task Force (GMTF).

Using a "grounded theory" method, seven major protests were researched thoroughly from written documents and interviews with principal participants. In addition, the study included the close examination of the development, writing, and production of a single network television program involving consultation from the gay community.

The study revealed that gay activists have established a carefully constructed system for pressuring the television networks, and have created a structure that is analogous to the structures of the three networks.

Working primarily with network Broadcast Standards departments, and employing the two key pressure strategies of surveillance and feedback, the gay activists have developed a set of "routine" and "extreme" tactics for dealing with the television networks. "Routine" tactics include a monitoring system of both network operations and programming content, persistent telephone calls to network headquarters, letter writing, and meetings with television network executives.

"Extreme tactics" have been employed infrequently in major protests waged by the gay activists against the networks. These protests revolved around specific programs, and in the majority of cases, the networks made changes in the contested programs that could be attributable to the efforts of the gay activists.

In addition to pressure activities, gay activists are involved in ongoing consultation with television industry personnel regarding gay-related content in entertainment programming. The examination of such involvement in one program, *In the Glitter Palace*, revealed that gay activists had an influence upon the depiction of gay life in the movie. At the same time, however, the necessity to create a program that would attract a large audience resulted in several key decisions that produced a clear pattern upon the portrayal of homosexuality as it emerged in the program, and in some ways mitigated the gay input.

The study of gay activists in network television lead to four hypotheses applicable to other pressure groups in network television: (1) Organized pressure from special interest groups upon network Broadcast Standards departments can result in decisions that affect program content. (2) Physical proximity to the centers of network decision making affords a pressure group with an enhanced ability to effectively influence decisions within those networks. (3) The combination of ongoing, informal relations and sporadic, large-scale confrontations between special interest groups and television network decision makers may be a major contributor to network response. (4) Regardless of the role played by outsiders in the treatment of sensitive content, the filtering process of network entertainment program creation will shape that content in a way that is palatable to a mass public.

THE TREATMENT OF JAMES EARL CARTER AND GERALD R. FORD DURING THE 1976 ELECTION CAMPAIGN BY TELEVISION NETWORK COMMENTATORS ERIC SEVAREID AND HOWARD K. SMITH: AN EVALUATIVE ASSERTION ANALYSIS

Order No. 8008114

ONEAL, DENNIS JAY, PH.D. *University of Southern Mississippi*, 1979. 183pp.

Television is a major tool used in our national political process to inform voters about the candidates who are seeking office and the methods and outcomes of their campaigns. Broadcast news commentaries have been part of network news offerings since the beginning of broadcasting. However, little attention has been given to broadcast commentary by researchers looking into bias in news coverage.

This study examined the opinions expressed by network commentators Howard K. Smith (ABC) and Eric Sevareid (CBS) on the evening television network news during the 1976 presidential election campaign. The commentaries presented by these commentators from 1 January through 1 November 1979 were examined to determine the direction (positive-neutral-negative) of the evaluative assertions made by the commentators about presidential candidates Jimmy Carter and Gerald Ford and their campaigns. The primary tool used was the evaluative assertion analysis.

Following a review of pertinent literature, fourteen hypotheses in four general categories were generated. The first four hypotheses dealt with the commentators' evaluative assertions about the personal characteristics of the candidates and were tested with the chi-square one variable test. This same statistical test was used in testing the second four hypotheses. These hypotheses concerned the evaluative assertions presented by the commentators about the campaigns of Ford and Carter. The Pearson product moment correlation test and the chi-square test for independence were used to test the next four hypotheses that dealt with the evaluative assertions presented by the commentators about the campaigns of Carter and Ford over the course of the entire campaign. The test for significant difference between two independent proportions was used to test the final two hypotheses that compared the output of the two commentators during the campaign.

Smith was much more active in his presentation of evaluative assertions during the primary elections. Sevareid concerned himself with the candidates and their campaigns more during the final two months of the campaign. Both commentators presented more evaluative assertions about Carter and his campaign than about Ford and his campaign. Sevareid presented more evaluative assertions during the campaign, but Smith was more consistent and had a higher average number of evaluative assertions per commentary than did Sevareid.

Howard K. Smith presented more positive evaluative assertions about Carter than negative. Smith presented significantly more positive than negative evaluative assertions about the campaign of Carter. Both commentators presented more negative than positive assertions about the campaign of Ford. There was a significant correlation between the proportion of positive evaluative assertions presented by Eric Sevareid about the campaign of Carter and the serial order of presentation. Also, there was a significant correlation between the proportion of negative evaluative assertions presented by Howard K. Smith about the campaign of Ford and the serial order of their presentation. Smith presented a greater proportion of positive evaluative assertions about the campaign of Carter than did Sevareid.

This study of opinion-oriented network television commentary, as expected, found bias on the part of both commentators. Most of the bias found was negative. Both commentators were biased against the campaign of Ford. Sevareid was also biased against the campaign of Carter during the last two months of the campaign. The only positive bias was found in Smith's evaluative assertions about Carter and his campaign.

Contrary to the results of previous campaign coverage research concerning balance in network television coverage of election, the networks do show bias for and against presidential candidates in that network commentators show this bias in their commentaries. The results of the hypotheses proved that the commentators definitely took stands during the campaign.

THE SOCIOLOGY OF NEWSWORK: TELEVISION NEWSMAKING AND CAREER PERSPECTIVES Order No. 8004515

PAPADEMAS, DIANA M., PH.D. *Syracuse University*, 1979. 384pp.

The dissertation presents a research study in the sociology of newswork. Its purpose has been two-fold: (1) to extend the substantive area, the sociology of newswork as culture production; (2) to develop conceptual schemes that clarify scopes, levels, and units of inquiry to permit theory building. In addition to extensive literature reviews, the data for the dissertation derive from participant observation of commercial television. Methods are described in the second chapter.

In Chapter I theoretical and conceptual frames establish the scope, levels, and units of investigation from the literature in the sociology of communications, mass communications, communication organizations, television news and newsmaking, and reality construction or culture production. A simple grounded theoretical Model is generated, and the chapter elaborates a concept, "career perspectives," as one way to understand newsmaking, the activity of newsworkers. The problem or guiding question of the study is: "What kinds of perspectives do television newsworkers create in commercial television newswork?" The subsequent chapters develop the findings on career perspectives. By emphasizing the relationships between the organization of commercial television, the newsworkers' perspectives in newsmaking, and the resultant product, the news. The Model also provides the logic for the flow of the chapters.

Chapter III describes and begins to analyze the basic parts of the Model, building upon data on Television One. Television news organization, newsworkers and perspectives, and television news details are provided. The notion that career-making is related to news-making underlies the analysis, suggesting the integral and dynamic relationship of parts of the Model.

To further analyze the relationship between the news organization and newsworkers' perspectives, Chapter IV explores conditions that control newswork along three analytic dimensions--political, economic, and social. Corporate policies, legal and regulatory controls, budgetary controls and the commercial goals of television, as well as basic bureaucratic dimensions of the organization have meaning for newsworkers. They define their work and careers by negotiating, sometimes bargaining, trading-off influence, complying with and deviating from expected behaviors.

Chapter V extends the analysis of how newsworkers shape their career perspectives through their relationships with many others. Learning newswork is a developmental process, one that shapes career perspectives. Career stages correspond to related learning modes and to newswork levels. The many "others" whom newsworkers take into account in varying ways include colleagues, competitors, sources, various audiences, and others of the television world. Differing relationships yield differing career perspectives and newswork. A section on reporting the criminal justice system illustrates these notions.

Chapter VI elaborates the relationship between newsworker career perspectives and the news. Mobility in the organization, or movement through a television station, shows how career paths shape career perspectives, how career perspectives shape the news, and how news types or newsworker conceptions of news shape careers.

The dissertation concludes with a summary of Television One and a discussion of thematic notions and theoretical implications, particularly the Model and career perspective concept. Problems of scope, levels, units and the issue of generality are raised. A critique of television newswork is offered and ideological issues are mentioned. Further research questions are outlined and the continuation of the study of newswork as culture production poses the possibility of comparative analysis.

THE VIABILITY OF CABLE TELEVISION AS A COMMUNITY EDUCATION DELIVERY SYSTEM IN A SELECTED MARKET, TULSA, OKLAHOMA Order No. 8003595

PAULIN, PHILIP EDWIN, ED.D. *Oklahoma State University*, 1979. 165pp.

Scope of Study. This study attempted to determine if cable television in Tulsa, Oklahoma, could be considered a viable community education delivery system. Through a 19-point questionnaire submitted to a systematic random sample of 25,000 Tulsa Cable Television subscribers, viewing habits and program-type preferences were sought. The researcher sought to determine why certain programs were not being watched and what topics viewers would like to see presented in future programs on the three public access channels. The investigator examined the many definitions of community education and determined which one best fitted the study.

Findings and Conclusions. The cable television subscriber in Tulsa, while aware of a 30-channel choice, was not aware, due to a lack of publicity, of programs being offered on the public access channels. Viewers, as expected, watched commercial television more than public or access channels. However, education level and income of the respondents had little to do with the type programs viewed. The sample was eager to make judgments on current program offerings and to suggest topics for future programs which they would like to see if proper advance publicity was given. No one day was preferred by viewers, but Wednesday was determined to be a day when fewer viewers watched television. No reason for this preference could be determined. Cable television was determined to be a viable delivery system for community education in Tulsa, Oklahoma. Follow-up studies were suggested.

A RHETORICAL ANALYSIS OF DOROTHY FULDHEIM'S TELEVISION COMMENTARIES

Order No. 8013859

REISMAN, JUDITH ANN, PH.D. *Case Western Reserve University*, 1980. 197pp.

This rhetorical analysis of Ms. Dorothy Fuldheim's television commentaries examines a sample of six newscasts delivered from January 1968 to December 1968, and six delivered from January 1978 to December 1978. Representing a cross section of her television editorials, these commentaries illustrate the speaker's attitudes on a variety of issues. Therefore, the study considers the speaker's background, education, and professional life as an actress, lecturer, book reviewer, interviewer, writer, and broadcaster, as well as her television speeches on many subjects. Her occasions and audiences, the basic premises from which flowed her main lines of argument, proofs, and refutation; speech disposition including preparation, organization, language, and delivery are also examined. The classical criteria of Aristotelian methodology are used to determine the nature of her content and delivery.

This writer employs Systems Analytic methodology as an added research tool. In doing so, Aristotle's concept of effectiveness is extended to a measurement of Dorothy Fuldheim's effectiveness as a news commentator. Aristotle used his extensive powers of observation to develop rigorous criteria for persuasive speaking; he possessed no sophisticated measuring tools in 350 B.C. However, Aristotelian criteria and the sophisticated measuring tools of modern science are fused within this dissertation. An original application of the system's analytic theory, measurement of performance, picks up where Aristotelian theory ends; at the point of measurement.

My sources for this study included interviews with systems analysis specialists and broadcast executives, as well as other significant sources of information concerning the television speaking of Dorothy Fuldheim. The measurement of performance technique developed here is only a beginning of exploration into possible system's tools with which to measure an orator's effectiveness.

CHILDREN'S ATTITUDES TOWARDS TELEVISION COMMERCIALS: METHODOLOGICAL CONSIDERATIONS AND IMPLICATIONS

Order No. 8007946

RIECKEN, WILLIAM GLEN, PH.D. *Virginia Polytechnic Institute and State University*, 1979. 232pp.

Introduction. The effects of television advertising on children is currently one of the most controversial aspects of advertising. Critics have been prompting the Federal Trade Commission staff to consider heavy regulation of television advertising to which children are exposed. A major impediment to sound regulatory decision making has been the lack of empirical data to guide decisions. Research on the effects of television advertising concerning children has been hampered by the difficulty of obtaining information from children. Most studies have relied on personal interviews. As an alternative, to encourage more research, a recent attempt was reported which used a short, four point agreement/disagreement scale to measure children's attitudes towards commercials. This scale produced reliable responses in that study but is limited to measuring attitudes in general.

Statement of the Problem. Developing reliable attitude scales that are short and easy to administer is important because of the need for research as input to regulatory decisions. The emergence of the recent scale is an important step but is limited in value until it can be replicated in its original form and modified to reflect more refined attitude measures.

The purpose of this study was to evaluate the reliability of selected attitude measuring devices and to utilize the data obtained to derive implications for research methodology, public policy, and advertising strategy.

Methodology. Five problem areas were included: (1) reliability evaluation of the original scale modified to reflect towards commercials for cereals, proprietary medicines, and toys, (2) reliability evaluation of the original scale, (3) comparison of attitude scores produced, (4) examination of attitude scores by demographic characteristics of respondents, and (5) examination of the relationship between commercial attitudes and specific brand evaluations.

Some children in the Piaget's concrete operational stage of cognitive development who attended one school in Muncie, Indiana were chosen as respondents. The questionnaire was administered at two points in time. Younger children had the questionnaire read to them by their teachers; older children self administered the questionnaire.

Reliability evaluation was performed by (1) computing interitem and item-total correlations, using Pearson's product-moment procedure, which were compared to a set of guidelines, (2) examining coefficient alpha, and (3) correlating the two sets of responses. Attitude scores were tested for significant differences by the Friedman and Wilcoxon Signed Rank tests. The relationship of attitude to age, sex, and brand correlation were performed by Chi-square tests.

Results. Both the original and modified scales produced reliable measures; the interitem and item-total coefficients fit the guidelines, the alpha measures were high, and the test-retest correlations were generally significant at $p < .001$.

All commercials were looked up negatively but toy commercials somewhat less so. Attitudes were found to be independent of either age or sex and brand evaluations were found to be independent of commercials attitudes as well.

Implications. In terms of research methodology, some implications are: (1) agreement/disagreement scales generate reliable attitudinal data, and (2) both general and specific attitudes can be measured.

In terms of public policy, the findings suggest that children are capable of evaluating commercials and are able to form evaluations of brands independently from commercials attitudes. Thus regulation involving banning commercials for all products when children comprise a certain percentage of the television audience may not be necessary. Instead, a selective regulation approach may be more appropriate.

In terms of advertising strategy, the results indicate that advertisers should attempt to design commercials that will gain more favor with children--particular attention should be paid to the truth of commercials and to ensuring that product performance matches advertising claims. Each industry needs to determine why children view those particular commercials in a negative manner.

THE ARGENTINE FILM INDUSTRY: A CONTEXTUAL STUDY

Order No. 8002007

SCHNITMAN, Jorge Alberto, Ph.D. Stanford University, 1979. 222pp.

The present dissertation studies the development of the Argentine film industry from 1896 to 1972, within the context of (1) Argentina's socio-economic and political development, and (2) the evolution of a world film market and the gradual predominance of United States-based companies in that market.

The purpose of the present study is to ascertain the possibilities and limits of state protectionist policies as a viable strategy for the development of mass media industries in developing countries.

Special attention is paid to the policies of the Peronist government towards the local film industry (1946–1955). In the Argentine case, the Peronist government policies toward the local film industry are particularly relevant to the objective of studying protectionism's effects: Many different protective measures were taken during the period of Peronism's political dominance, and the reactions of the various branches of the film industry to such measures can be followed.

The present work took the research format of a case study organized across time periods. Quantitative and historical data were gathered and interpreted in the national and international context previously described. This case study was intended as a step instrumental for the generation of middle-range hypothesis and policymaking implications from the case of the Argentine film industry.

The Argentine film industry grew (1) when there were interruptions in the flow of foreign production (World War I), (2) when it found a large domestic and Latin American market (1933–1939), or (3) when the state took important protectionist measures (the Peronist government, 1946–1955).

A typology of protectionist policies is proposed, distinguishing restrictive, supportive and comprehensive state protectionist policies. A comprehensive protectionist policy (including state-organized foreign distribution) is suggested as appropriate for developing countries with large domestic markets and an industrial base (i.e., Argentina, Brazil, and Mexico).

AN ANALYSIS OF THE PORTRAYAL OF THE ELDERLY IN TELEVISION COMMERCIALS VIEWED BY CHILDREN
Order No. 8002059

SEROCK, Kathryn Ellen, Ph.D. University of Maryland, 1979. 188pp. Supervisor: Marilyn Church

The purpose of this study was to examine the portrayal of the elderly in television commercials viewed by children during evening prime time and Saturday mornings. This was accomplished by determining (1) the frequency of appearance of the elderly in television commercials viewed by children and the amount of exposure they were given during times when children watch television; (2) the manner and commercial context in which the elderly were portrayed in the commercials; (3) the differences in the portrayal of the elderly in the commercials on the basis of sex and race of the elderly; and (4) the personality profile of the elderly in comparison to the personality profile of persons of other age groups appearing in the commercials.

The sample of elderly and persons of other age groups were viewed in television commercials taped over a ten-week period from January through April, 1978. Half-hour time slots were randomly sampled between 8:00 p.m. and 10:00 p.m. on weeknights and between 8:00 a.m. and 12:00 p.m. on Saturdays. A sample of 54 elderly persons were viewed in a total of 270 commercials on weeknights and 18 elderly persons in a total of 134 commercials on Saturday mornings. Only commercials broadcast nationally were evaluated. A content analysis was conducted on the sample of commercials in which the elderly appeared, so that the manner and commercial context of the elderly portrayal could be assessed.

From the weeknight sample of commercials, 18 elderly persons were selected to be rated by six groups of raters. Additional samples of elderly and children were evaluated by four other rater groups for age group comparisons. All rating was done to ascertain personality profiles by means of the "Aging Semantic Differential."

A generalizability analysis was performed on the semantic differential data. It was determined that the sample of elderly and children were representative of the total available population.

Results of the study were:

1. The elderly were very under-represented in weeknight commercials. Elderly men were portrayed twice as often as elderly women. Elderly minorities were virtually absent; only two elderly blacks were viewed in weeknight commercials. While commercials portraying the elderly were seldom repeated in the weeknight sample, repeated exposure in Saturday commercials was very evident.

2. Elderly persons in television commercials viewed by children appeared significantly more often in one manner and commercial context. In weeknight commercials the elderly were real persons, not giving an argument for a product, seldom interacting with children, and exhibiting passive behaviors, while in Saturday commercials the elderly were animated characters, having credibility as authorities on the products, interacting with children, and exhibiting active behaviors. Most weeknight commercials with the elderly were serious in tone, while the Saturday commercials were humorous. Age-related remarks were few in number and seldom derogatory.

3. There were significant differences in the portrayal of the elderly in television commercials viewed by children on the basis of sex of the elderly. Elderly women were most often associated with domestic roles, while men were associated with professional roles. Men were rated significantly higher than the women on the personality profile in terms of acceptability.

4. When age groups were compared, children received higher ratings in terms of effectiveness, whereas the elderly received higher ratings in terms of autonomy. Children and elderly not interacting were rated significantly higher in terms of effectiveness, than those who interacted.

The results indicate that the elderly in commercials viewed by children were portrayed inaccurately and unrealistically. This was particularly true for elderly women and minorities. How such portrayals of the elderly affect children's perceptions and attitudes toward the elderly should be considered in future research.

CHILDREN CONSUMER INFORMATION PROCESSING: THE DEVELOPMENT AND TRAINING OF PRODUCT CHOICE STRATEGIES AND INFORMATION USE Order No. 8011883

SHAMIR, JACOB, PH.D. *University of Minnesota*, 1979. 330pp.

The research undertaken in this dissertation focuses on relatively neglected however important aspects of children consumer behavior: their information use patterns and product choice strategies.

The study's focus and scope are best described by its major research questions: (a) What kinds of product information do children use in making choices? (b) What choice strategies if any do they use to make product choices? (c) Are there developmental differences in the use of product information and choice strategies? (d) What is the effect of the task environment on the use of choice strategies? (e) Can children be trained to understand the low level of choice relevant product information in many commercials by teaching them to understand various commercial appeals? (f) Can children's product information seeking patterns be improved by training? (g) Can we train children to use more effective product choice strategies?

In order to address this set of questions more efficiently the research reported here is divided into two major studies. The first study examines children's consumer information use patterns and product choice strategies (the first four research questions) and was specifically designed to detect developmental differences between kindergarten (preoperational) children, and third grade (concrete operational) children.

The second study was designed to measure the success of a consumer education program developed specifically to improve third grade children's consumption related information use skills (and refers to the last three research questions).

The theoretical approach taken here is an adaptation of recent information processing and neo-Piagetian principles from the fields of cognitive psychology and cognitive development. One such important principle central to this research suggests that childrens' (as well as adults') performance in problem solving situations, is a function not only of the information processing system's limitations, but also of demands imposed on the system by the task environment as well as of the strategy adopted to cope with these demands. Applying this principle to the study of children's product choice strategies results in a successful accommodation of contradicting results derived from two different information use measures: an "information integration" measure and a "choice strategies" measure.

The information integration measure based on Norman Anderson's Integration Theory and Functional Measurement approach indicates that many kindergartners as well as third grade children integrate product information using a compensatory averaging strategy with no apparent age differences.

A new "choice strategies" measure was developed especially for this study. The measure minimizes reliance on verbal responses by having subjects make sequence of choices. Contrary to the information integration measure, the choice strategies measure indicates the use of simple non compensatory strategies by both age groups, revealing major age differences between them. Kindergartners are found to base their choices mainly on perceptual salient information such as the physical amount of a choice option. Third graders tend to use a very limited range of product attribute preference information in their choices. The contradicting results of the two measures are accommodated by analyzing the demands the two tasks impose on children's cognitive structures.

The second study focuses on assessing the success of a consumer education program designed to improve third grade childrens' consumption relevant skills. The results indicate a mixed success in training consumer relevant concepts (e.g., commercial appeals), orientations (information seeking), and a marginal success in training the Lexicographic and the weighted adding choice strategies.

AN EXAMINATION OF THE BEHAVIORAL OUTCOMES OF SOCIAL LEARNING FROM TELEVISION AMONG SECOND FIFTH AND EIGHT GRADERS

Order No. 8011885

SHEMER, SARA, PH.D. *University of Minnesota*, 1979. 232pp.

The objective of this study is to examine the behavioral outcomes of children's social learning from television in the family context.

Guided by Bandura's conceptualization this study looked at modeling influences -- televised as well as parental modeling of behavior -- and parental reinforcement practices pertaining to both the child's behavior (direct rf.) and televised behavior (vicarious rf.). Additionally, the study considered anticipatory capacities of children and examined their role in regulating behavior. Another substantive focus of this research was the consideration of television content other than violent programs. Exposure to verbal abuse and aggressive humor as well as prosocial programming were measured. In order to get estimates of the types of social behaviors to which children are exposed and learn in the real-world two forms of data collection were employed: (a) content analysis, which provided data about the type and range of social behaviors that were consumed by viewers of family oriented series on television during the 75-76 season, and (b) survey study which provided information about the child-viewer's social milieu which might modify lessons derived from television programming. *Mothers* of these children completed questionnaires which provided data on the family's socialization influences including parental modeling of behavior and mother's reinforcement practices. From the *child's* questionnaire we obtained information about children's television viewing, their anticipated consequences to prospective actions and the behaviors they exhibit in various social situations.

From a research point of view, however, Bandura's social learning provides only general guidelines as to how the different regulatory systems actually combine to regulate behavior. Thus, the starting point of this study has been the consideration of social learning theory which is not specified enough to enable the deduction of precise hypotheses. Consequently, a statistical procedure was employed for purposes of locating empirical regularities in the data, or some structure, if you will.

The major conclusion to be drawn from this research concerns the relative effectiveness of direct and vicarious reinforcement in children's functioning. From the examination of our five dependent variables (general pro-social behavior, positive coping, general anti-social behavior, verbal aggression, and physical aggression) it becomes clear that the relative power of the different learning processes is dependent on *age*.

Self-experiences, it is shown, have a much pronounced effect with younger children while vicarious reinforcements become more effectual only as children grow older.

While Bandura makes a strong argument in suggesting that people can profit greatly from experiences of others, the cognitive limitations of children are not taken into account. Our results, however, point at the need of including cognitive developmental notions in any attempts of "social learning" to explain children's functioning.

Also, due to utilizing a "search procedure" this study was able to locate and identify more precise terms which specify combinations of factors having some specified effects on the criterion variable.

The gaining of more precise knowledge concerning which of all measurable variables or constructs are the important ones enables the formulation of specific hypotheses.

From a practical point of view this study provides evidence which supports the view that caretakers play a very important part in regulating children's behavior. Parents actually define what one can or cannot do with behaviors learned from television models: they can facilitate, enhance or counteract lessons derived from television.

Moreover, the study points at the complex social contexts in which behaviors all learned and enacted. Caretaker's modeling and their reinforcement of children's own behavior have a major impact on children's choice and use of various behaviors

A FIELD INVESTIGATION OF SOME DEMOGRAPHIC, SOCIOECONOMIC, ATTITUDINAL AND BEHAVIORAL CORRELATES OF MEMBERSHIP IN TELEVISION CITIZENS GROUPS

Order No. 8006058

SHERMAN, BARRY LOUIS, PH.D. *The Pennsylvania State University*, 1979. 188pp. Adviser: Dr. Kenneth D. Frandsen

This study investigated the citizens group phenomenon in American broadcasting. The purposes of the study were to uncover and assess demographic, socioeconomic, attitudinal and behavioral characteristics of citizens group members, and from these to identify the best predictors of membership in a television advocacy group.

A model of consumer dissatisfaction with firms, organizations and states (Hirschman, 1970; Robinson, et. al., 1978) was used to predict types of television consumerists. It was expected that citizens groups would be comprised about equally of "exits" (those who dislike commercial television and watch comparatively little) and "voices" (those who like and use the medium but seek to change its programming).

A review of the literature led to further research hypotheses. It was expected that members of television citizens groups would be better educated, higher in socioeconomic status, and would vote more frequently than their counterparts in the population. It was also expected that citizens group members would demonstrate shared attitudes about lack of choice in current television programming. Longitudinal studies of the television audience led to the prediction that citizens group members would be more selective in their television viewing habits than the general public. Finally, research in cognitive psychology led to the prediction that group members would be higher in cognitive complexity than the norm established in previous research.

Survey questionnaires were sent to three members each of twenty-five national groups and twenty-eight local groups. Sixteen usable questionnaires were returned from national groups, for a response rate of twenty percent. Twenty-four were returned from local groups, for a response rate of thirty-two percent.

Completed questionnaires were analyzed using statistical procedures including t, r, χ^2, Factor Analysis, and R^2. Percentage data confirmed the predictions of the Hirschman-Robinson model. "Exits" and "voices" comprised three-quarters of the sample, in equal proportions. The two types of citizens group members differed qualitatively in their use of media. "Exits" were found to watch less television, to read more books and to attend theater more frequently than their vocal counterparts.

Comparisons with normative census data supported the predictions regarding education, employment, and voting behavior. Citizens group members were found to be better educated, to hold more white-collar jobs, and to vote more frequently than the population at large. Factor Analysis confirmed the prediction about a shared perception of lack of choice in current television fare among citizens group members.

Citizens group members were found to differ from the general public in their television viewing patterns. Less loyalty to shows, less tuning inertia, less dependence on the recommendations of family members, less susceptibility to advertising and more reliance on friends was identified with them than was observed in nationwide random samples. No systematic relationship between group membership and cognitive complexity was observed.

Multiple regression analysis isolated education, the perception of little choice in programs, planned and selective viewing, and the use of other media as the best predictors of membership in a television advocacy group.

The study concluded with a call for further research probing the dynamics of opinion-leadership within television citizens groups, the networks of interaction between groups, and the patterns of organizational communication among the general public, citizens groups and the television networks. A functional analysis was suggested to proceed from *who* joins television consumer groups to *why*.

AN ANALYSIS OF TELEVISION STATION MULTIPLE OWNERSHIP AS AN EXAMPLE OF THE PASSING OF THE DOMINANT PARADIGM IN COMMERCIAL BROADCAST REGULATION

Order No. 7928358

SINGLETON, Loy Alonzo, III, Ph.D. The University of Texas at Austin, 1979. 191pp. Supervisor: Jorge Reina Schement

This study was designed to demonstrate that Thomas Kuhn's paradigm theory of the accumulation of scientific knowledge can be usefully applied to understanding certain aspects of the broadcast policy-making process carried out by the Federal Communications Commission. The major thesis is that the dominant paradigm of commercial broadcasting is in a state of fundamental change. This thesis was applied to the history of broadcast regulation and to the specific policy area of multiple ownership of television stations.

Chapter One provides an overview of the study and sets forth the premise that commercial broadcasting has entered an era of unprecedented challenge to its dominant position as a mass communications medium. The domestic communications complex and the communications regulatory complex are profiled.

In Chapter Two traditional models of the policy-making process are reviewed. Kuhn's paradigm concept is introduced and suggested as a useful approach in understanding the policy-making process.

Chapters Three and Four review the history of American commercial broadcast regulation beginning in 1920, using the paradigm approach. After the dominant paradigm was established in the 1920's, a 40-year period of "normal regulation" followed which corresponds to Kuhn's notion of "normal science." The early 1960's marked the onset of paradigm breakdown brought on by four regulatory anomalies which challenged the dominant paradigm of broadcasting. It is concluded that the dominant paradigm of broadcasting is now in a state of crisis.

In Chapter Five the more specific policy issue of multiple television station ownership is examined using the paradigm approach. The history of multiple ownership is reviewed, beginning with the first group owners to become established before the "freeze" on television licensing in 1948. The current extent of multiple ownership in the top-50 markets is then profiled and data are presented which indicate that 80 percent of the television stations in these markets are group owned. It is concluded that the major elements of the FCC's original paradigm of station ownership have been abandoned.

Chapter Six provides a summary of the present state of the broadcast paradigm and offers some possible elements of a new paradigm. The utility of the paradigm approach is evaluated and some recommendations for further study are proposed.

A STUDY OF SEX-ROLE STEREOTYPE BIAS ON INSTRUCTIONAL TELEVISION

Order No. 8009934

SMITH, RICHARD ALAN, PH.D. *The University of Texas at Austin*, 1979. 181pp. Supervisor: Ralph Gohring

This study examines a sample of instructional television (ITV) programming to determine if the sex-roles of males and females are portrayed differentially and if the portrayals correspond to certain commonly held stereotypes of the behaviors and abilities of males and females. The sample was a constructed week of instructional television programming selected from the Fall, 1978 schedule of elementary and intermediate school ITV programs as broadcast by KLRN-TV, Austin, Texas. A total of 26 separate series were examined.

Two coders recorded the behavior of leading and supporting characters. A sign instrument, which was derived from instruments used in similar previous studies, was used. The instrument allowed for the recording of behavior of the observed character within the constructs of activity and passivity, dominance and submissiveness, and independence and dependence. The observed character's age, occupational role and billing (leading or supporting role) were also recorded and analyzed.

The conclusions of the study were as follows: (1) Male characters were found to be portrayed as adults more often than they were portrayed as children. While female characters were portrayed as adults more often than they were portrayed as children, they were more likely to be portrayed as children than were males. (2) There was no difference in the proportion of males to females appearing in leading and supporting roles. (3) Males were assigned a greater variety of occupational roles than were females. (4) Both males and females interacted more with males than they did with females. (5) There is no difference in the levels of dominance and submissiveness observed in males and females. (6) There is no difference in the levels of independence and dependence observed in males and females. (7) There is no difference in the levels of activity and passivity observed in males and females.

THE SOCIAL CONSTRUCTION OF TELEVISION IN THE PUBLIC INTEREST

Order No. 8006358

STOCKARD, RUSSELL LEON, JR., PH.D. *Stanford University*, 1979. 248pp.

The general purpose of this dissertation is the determination of the means by which reality is constituted within and through those units of commercial television devoted to local public affairs. More specifically, the dissertation has as its objectives: (1) the development of a conceptual framework based on interpretive social theory; (2) the application of this framework through ethnographic methods specifically designed for the description of the television process as it interacts with the processes of community action; (3) the assessment of the training, readiness, and effectiveness of representatives of the various Third World or minority communities in the San Francisco Bay Area to approach and use local public affairs television to meet social needs; (4) the assessment of employment in broadcasting as a factor influencing Third World staff to variably identify with career or community interests.

The study is in three parts. The first part is a history of media activism in the San Francisco Bay Area. The second part consists of an ethnographic study of local public affairs television. The third part is an attempt to determine the role of the public interest standard in the portrayal of community in local public affairs television (LPA).

Data for the history of media activism came from key informant interviews and documentary analysis. Data for the ethnography of LPA came from interviews, participant observation, questionnaires, documentary analysis, and analysis of visual materials, including videotapes and still photographs. These same sources, excluding participant observation, provided data on the public interest standard's role in community portrayal on LPA.

The conclusions of the study were the following: (1) a conflict exists between the commercial values endemic in broadcasting, even within public units; (2) community participants generally lack understanding of the commercial entertainment values when community participants approach and/or appear on LPA; (3) this lack of community understanding of broadcasting exacerbates the personal conflicts experienced by some Third World LPA broadcasters as they try to balance their allegiance to the commercial organizations they work for with sensitivity to community needs; (4) each of these conflicts tends to undercut portrayal of the local community in terms of the public interest.

The recommendations of the study were the following: (1) researchers should devote more attention to the organizational and symbolic aspects of community participation in television production; (2) the public interest standard should be expanded to include the adequacy of symbolic portrayals of community participants; (3) broadcasters should be encouraged by the Federal Communications Commission to find sponsors for unsupported LPA programs; (4) short of this last recommendation, nonprofit community-based production centers should be established to provide program materials which would then be aired by the commercial broadcasters; (5) as a long-range goal, the concentration of corporate power in television broadcasting should be broken in order to stimulate the rise of alternative value systems, including diversity of expression; (6) all broadcast media should continue to operate under a public interest standard rather than be deregulated if they are to meet the needs of poor and Third World people who are a near-majority in most urban areas.

THE MODALITY OF THE VISUAL: AN ANALYSIS OF THE VISUAL ASPECTS OF TELEVISION TO DETERMINE ITS VISUAL PATTERNS

Order No. 8010308

TAMER, KEZBAN, PH.D. *New York University*, 1979. 252pp. Chairman: Professor Terence P. Moran

Visualization, a significant means of human communication, has distinctive modes of expression depending, among other factors, on the characteristics of the medium. The focus of this study was on the structure of the moving image of television, in order to determine whether there was a characteristic mode in the style of visual representation.

For this purpose, the elements of the moving image were separated and defined as "pictorial aspects" and "transitional aspects." Pictorial aspects referred to the concept of stillness in the visual image and defined as *close-up, medium shot, long shot, special effects, split frame,* and *superimposition.* Transitional aspects referred to the technique of picture change, whereby the image movements are represented on the two-dimensional screen, and were defined as *cut/take, defocus, dissolve, dolly in, dolly out, fade in, fade out, motion in still frame, pan right, pan left, tilt up, tilt down, wipe, zoom in,* and *zoom out.*

The research was conducted by viewing and recording the visual aspects in selected eastern prime-time weeknight shows and evening news of American network television (ABC, CBS, NBC), from November 28, 1977 to December 16, 1977.

In Subordinate Problem One the data were analyzed quantitatively to see how frequently the visual aspects were used: overall, in each network, in each program type (*adventure, comedy, documentary, drama, entertainment, news, sports*) and in each production category (*film, live, mixed media, videotape*). The findings showed that in general only a few visual aspects were used frequently. The top four accounted for almost 87 percent of the total usage: *cut/take, close-up, medium shot, long shot.* The findings were similar in terms of most frequent use for the networks, for program types, and for production categories. The viewing habits, reported by Nielsen, were compared with the findings, and no particular effects of the use of visual aspects were found to be related to audience interest.

In Subordinate Problem Two the transitional pictorial combinations (TPC), which formed the smallest part of the moving image, were studied. The data were reanalyzed in terms of the opening and closing TPCs for each segment of the shows to see what the visual pattern of television was. The opening TPCs most frequently used were as follows: *fade in + close-up, fade in + medium shot, fade in + long shot, take + close-up, take + medium shot, take + long shot.* The closing TPCs most frequently used were as follows: *close-up + fade out, medium shot + fade out, long shot + fade out, close-up + cut, medium shot + cut, long shot + cut.* When the TPCs were analyzed for each network, each program type, and each production category, the results were similar in terms of most frequent use, regardless of the theme or production technique.

The findings of the study were discussed to explicate the characteristic visual mode of network television. Selected ideas and theories in the field of film and other visual media, social and psychological constructs, and related scientific findings were used as a base for discussing the findings. It was concluded that the most frequent use of *cut/take* suggested a sense of high excitement and urgency, and the second most frequent use of *close-up* implied a sense of close observation and intimacy in American television communication. The frequent use of only a few visual aspects and TPCs among many possible occurrences revealed a conservative attitude which reduces the risk of uncertainty in visual representation.

DAYTIME TELEVISION: RHETORIC AND RITUAL

Order No. 8009940

TIMBERG, BERNARD MAHLER, PH.D. *The University of Texas at Austin*, 1979. 226pp. Supervisors: Thomas G. Schatz, James L. Kinneavy

The five-chapter dissertation attempts to establish a framework for defining and studying several of the major genres of daytime television by drawing upon models and approaches developed in rhetorical theory, ritual theory, and discourse analysis. The introductory chapter discusses general discourse models and the ways in which modern media continue and in some respects transform traditional discourse aims of information, persuasion, entertainment, and self-expression. The middle chapters (chapters two through four) contain interpretive studies of three genres of daytime television: the network evening news, the thirty-second commercial, and the game show. These chapters draw upon rhetorical, sociological, and anthropological literature to establish the distinct generic "worlds" these forms of television create. The final chapter summarizes the discourse principles evidenced in the previous case studies, shows interrelationships between and common elements among various daytime genres, and suggests a general critical/theoretical framework for analyzing these and other forms of commercial television.

EDUCATIONAL VALUES IN NETWORK COMMERCIAL TELEVISION PROGRAMS AS PERCEIVED BY OHIO ELEMENTARY SCHOOL TEACHERS

Order No. 8001476

TOMASCHYK, Michael David, Ph.D. Case Western Reserve University, 1979. 131pp.

The purpose of this study was to determine the Educational Value of network commercial television programs as viewed by elementary school teachers.

A nominal scale questionnaire was constructed and administered to 715 elementary teachers (grades kindergarten through sixth grade) throughout the state of Ohio. Programs chosen from prime-time television, special program presentations, and Saturday morning children's programs were used in the questionnaire to determine the Educational Value of programs.

The results of this survey indicate that the variables of Age, Education, Teachers Who Recommend programs to their students, and Teachers Who Make Use of television in their classrooms are related to a teacher's judgment in determining the Educational Value of programs.

Results from the data also indicate that many elementary school teachers believe that almost every television program contains a small bit of Educational Value, depending upon one's ability to recognize it. Teachers generally regard Family/Variety and Adventure programs as those most likely to be of Educational Value. Programs such as "Little House on the Prairie," "Eight is Enough," "The Waltons," "Wonderful World of Disney," and "Family" were often singled out by the teachers for their contribution to family entertainment. Teachers suggest that parents should view and discuss a television program's content with their children more often. These discussions would help children to understand and comprehend concepts from television programs which otherwise might be confusing.

THE COMMUNICATIONS EFFECTIVENESS OF COMPARATIVE ADVERTISING UNDER CONDITIONS OF PRODUCT INVOLVEMENT AND BRAND USAGE Order No. 8001596

TRAYLOR, Mark Becker, Ph.D. Michigan State University, 1979. 186pp.

This study was an experiment that examined recall and attitude toward one's own brand for comparative, Brand X, and noncomparative advertising. The market context for the study was that a new, unknown brand was entering a mature product market in which a well-recognized brand could be "attacked" in the comparative advertisement.

Print advertisements for a fictitious brand of automobile (a relatively high involvement product) and a fictitious brand of non-diet cola soft drink (a relatively low involvement product) were shown to 120 subjects drawn from a residential area of East Lansing, Michigan. Half of those who saw the automobile ads drove an Oldsmobile which the comparative automobile ad attacked; and half of those who saw the cola ads drank Coca-Cola most often which the comparative cola ad attacked. Measurements of the subjects' attitudes toward their own brands were taken in three time periods--a pretest, an immediate posttest, and a delayed posttest--to examine attitude change over time.

Besides analyzing results based on an a priori classification of advertisement type and product involvement, subjects reported any comparative type advertisement they saw and rated the level of involvement they had with the product advertised. Thus, the analysis was carried out on a perceptual, subject-defined basis as well as on an a priori, researcher-defined basis of what constituted a comparative advertisement and a high involvement product.

Results indicate that comparative advertising--regardless of who defines it--is more effective from a recall standpoint, but not in attitude change. Among the subjects who used Coca-Cola or drove an Oldsmobile, the effectiveness of the comparative advertisement was particularly striking when measured by their ability to recall the content of the advertisement if they recognized that the comparison was taking place.

Based on the measures of communications effectiveness used in the study, comparative advertising was consistently the most effective or was equally effective relative to Brand X and noncomparative advertising. Thus, it may be an effective competitive tool for new or poorly known brands in mature product markets and for low market share brands generally when there is at least one well-recognized brand already in the market.

A COMPARISON OF FOUR DIFFERENT INSTRUCTIONAL APPROACHES DESIGNED TO TEACH 6-11-YEAR-OLD CHILDREN ABOUT TELEVISION COMMERCIALS AS PERSUASIVE MESSAGES Order No. 8009942

TRIPLETT, JAN FRANCES, PH.D. *The University of Texas at Austin*, 1979. 325pp. Supervisor: Timothy P. Meyer

In the spring of 1979, 133 ethically and socio-economically mixed children, ages 6-11, in the pre-operational, concrete or transitional stages, from three private schools in Austin participated in a curriculum intervention project to teach them consumer skills related to television advertising. These skills consisted of (1) the ability to recognize and distinguish between programs and commercials of all types (product-oriented, service oriented, public service announcements, program promotions, teasers, etc.,) and the ability to identify purposes of specific commercials and (2) the ability to verbalize an accurate concept of commercials by recalling pertinent characteristics.

In order to do this four instructional methods (traditional, creative dramatics, video, and a combination of these methods) were used in an attempt to discover the best way to teach children of various ages and backgrounds about commercials. Although the methods varied, the information presented in each of the four half-hour lessons presented to all the groups except the video group, did not vary. The curriculum was designed to fit into an already existing curriculum in English, math, history, geography, social studies etc. The aim of the study was to suggest that commercials were a form of persuasion, one derived from earlier forms or persuasion, in order to suggest to children that persuasion, in any form, was not necessarily good or bad, but something that human beings had used from the dawn of time in order to get other people to do what they might not ordinarily do.

Results of statistical analyses indicated that all of the methods improved learning gain of "commercial literacy" but that some methods worked better than others depending upon the sex and ethnic group (Anglo, Black or Chicano) of the child. Only the combination method worked well for both sexes and all three ethnic groups, although it did *not* produce the highest learning gain. The creative dramatics method produced the highest gain for measures of recognition and identification. The video method produced the highest gain for measures of verbal ability. However, because of its less than successful effects on one of the sexes and ethnic groups it is *not* recommended unless used in combination with other methods.

TELEVISION ENTERTAINMENT GATEKEEPING: A STUDY OF LOCAL TELEVISION PROGRAM DIRECTORS' DECISION-MAKING Order No. 7928622

VIRTS, Paul Harvey, Ph.D. The University of Iowa, 1979. 316pp. Supervisors: Professor Samuel L. Becker, Assistant Professor Robert M. Pepper, Professor Irwin P. Levin

The general purpose of this study was to examine the decision-making of program directors at local television stations. The main thrust of this research was to determine how television programmers process available information in making judgments and decisions about programs. To provide a context for information processing, it was necessary to describe the steps in the decision-making process and to explain some of the salient elements in the decision-making environment.

Anderson's theory of information integration guided this study. The theory suggests that in making judgments or decisions, people give weight (or importance) to each type of available information. For example, a program's shares might be given the greatest weight. Also, each type of information takes on a number of values. For example, a program might have 25 or 30 shares. People multiply the weight of the information type by the value it takes on to obtain an overall value for each type of information. These overall values are then integrated in decision-making, using operations analogous to those used in algebraic formulas. Two types of formulas describe how information is integrated: additive (the types are processed independently of each other) and non-additive (one type of information magnifies or reduces the effect of another).

Twenty-eight television programmers from 13 small markets in the Midwest were involved in this study.

There were two parts to the study: open-ended interviews and an experiment. In the interviews, programmers discussed changes they had made in their early fringe programming. From these discussions, three main steps in the decision-making process emerge: evaluation (of programs on the air), search (for new programs), and selection (of a new program). Various types of information are salient at each step. A number of situations are discussed in which each of the following types of information are salient in decision-making: program content qualities, peer interaction, program sources, programmer's attitudes and background, economic factors, regulation, audience feedback, and programming strategy.

TELEVISION VIEWING HABITS AND THE BEHAVIORS EXHIBITED BY CHILDREN DURING FREE PLAY IN A PRESCHOOL CLASSROOM: SIX CASE STUDIES

Order No. 8004102

WARREN, CLAUDIA ANN, PH.D. *Southern Illinois University at Carbondale*, 1979. 184pp. Major Professor: Dr. Nancy L. Quisenberry

The purpose of the study was to investigate the types of behaviors exhibited by preschool children who were identified as high viewers of television. The investigation sought to describe the active and passive behaviors exhibited by individual preschool children during free play in a preschool classroom.

The subjects consisted of six preschool boys identified as high viewers of television, who were enrolled in the same preschool in Winston-Salem, North Carolina. The children enrolled in the preschool represented various economic levels of our society. The criteria for selection of the subjects were (1) volunteers whose parents consented to their participation in the study, and (2) children who watched four or more hours of television daily.

The method of investigation was case studies. The development of the case studies involved: (1) assessment of the number of hours subject viewed television for one week; (2) assessment of subjects' active and passive behaviors during free play in a preschool classroom; and (3) interviews with the subjects' parents and teacher to secure background data on parents as well as subjects.

The number of hours each subject viewed television was determined through the use of a *Television Viewing Checklist*. The checklist included the programs in the television viewing area of the children attending the selected preschool. Parents were asked to check daily the programs their children viewed for a one week period. The subjects were selected from the group of boys who watched television four hours or more per day.

To determine the types of behaviors exhibited by the subjects during free play in a preschool classroom, each subject was observed daily for nine days. On each of the nine days, each subject was observed by the investigator for 10 minutes during free play in the classroom. Behaviors which occurred each 10 seconds during the 10 minutes were recorded on an observation form.

The background data collected on parents during the parent interview included ages of both parents, occupations of parents, and educational background of parents. Background data on the subjects included leisure time activities, information regarding the subjects' social, intellectual and language development, as well as physical development as viewed by the parents. The interviews with the subjects' teachers involved securing the same information that was collected from the parents with the exception of the data relating to parents.

The data collected was reported in individual cases in descriptive terms with supportive tables. The findings from the investigation indicated that each subject exhibited more active than passive behaviors during free play in a preschool classroom. The information from the parents and teachers inidcated that the teachers and parents viewed the subjects as behaving in an active capacity during play activities. The subjects, who were children considered high viewers of television, were active children.

MASS COMMUNICATION IN THE ARAB WORLD: THE IMPLICATIONS OF APPLYING THE UNESCO-SCHRAMM STRATEGY OF MASS MEDIA

Order No. 8007633

YASEEN, JUMA ABDULLAH, PH.D. *United States International University*, 1979. 138pp. Chairperson: Dale Hamreus

The Problem. The problem of the study was the application of the UNESCO-Schramm strategy for employing mass communication in promoting national development in the Arab countries and the implications associated with that intent.

UNESCO, in its effort to help the developing countries properly plan for the communication media functions in promoting national development, has (with the partnership of Wilbur Schramm) developed a strategy for mass media use in promoting development. The strategy laid out a general framework for mass media roles in promoting national development in the developing countries in general, leaving many details to be filled in by the concerned countries.

The purpose of the study was to determine what constraints would likely prohibit successful implementation of the strategy in the Arab countries and to suggest adaptations to the strategy which could likely cope with the constraints to encourage implementation.

The importance of the study derives from the hope of reaching better understanding of human development in the Arab world.

Method. An analytical approach was employed as the method of research. This approach utilized a combination of sources for information gathering including published documents, participant observation, personal communication (contacts), and personal experience.

Results. The analysis of the several Arab countries' constraints resulted in the following conclusions: (1) Lack of sufficiently available mass media. (2) Lack of efficient knowledge and mastery of the arts and sciences of mass communication. (3) Lack of good organizational and planning talents. (4) Lack of sufficient administrative freedom and economic mobility. (5) Insufficient investments in mass media growth. (6) Problems and deficencies in the Arab language.

The constraints were related to socio-economic-political conditions in the Arab countries. The application of Arab mass media is inevitably interrelated with these constraints. Thus, as they now exist, the UNESCO-Schramm strategy would have little likelihood of being successfully implemented.

Implication of the several constraints against implementing the strategy suggested the following adaptations to the strategy: (1) Implementation of new media to an area should be guided by the extent of illiteracy with audio media initiated in the most illiterate areas and visual media in the least illiterate. (2) Initial implementation of mass communication can be enhanced by providing personal linkages into small social units to increase effectiveness of transmissions. (3) Mass communication training and education should be provided for personal linkers (agents) from small social units. (4) Smaller units of mass media should be created, where each unit is organized to meet the needs of the community it is serving. (5) Advisory committees selected from communities and villages should be supervised by the government to provide media program content guidelines. (6) Financial and human resources investments in mass media in proportionately small amounts should be solicited from community units and villages to involve the society in large numbers.

W. O. MITCHELL'S *JAKE AND THE KID*: THE CANADIAN POPULAR RADIO PLAY AS ART AND SOCIAL COMMENT

YATES, ALAN, PH.D. *McGill University (Canada)*, 1979.

Canadian author and playwright, W.O. Mitchell, wrote more than two-hundred radio plays for the CBC between approximately 1950 and 1970, most of them in the series *Jake and The Kid*.

This thesis contends that, in these popular radio plays, Mitchell discovered and mastered an ideal vehicle for his art and social comment, and developed a uniquely positive and humanistic prairie genre.

The study traces the roots and evolution of that genre in his personal background, within the prairie milieu and the literature inspired by it. His approach to writing the Jake plays is examined, as are the various phases of production leading to the radio dramatic illusion.

In a final assessment, the study reviews critical perceptions of the plays, in their time, by their author and from today's perspective.

In addition to the two hypotheses that were tested, there were also two research questions investigated. The first, an analysis of the correlation between scores on the two tests (for all three publications) and the amount of schooling of the limited-resource individual, found no significant correlation (Pearson product-moment). The second, an analysis of the correlation between scores on the two tests (for all three publications) and the salary of the limited-resource individual, found a significant correlation between the scores on the difficult publication and the individuals salary.

The practical implications of the results of this study indicate that serious consideration should be given to the manner in which Extension educational publications are designed and used. This consideration should include: (1) an analysis of the needs and abilities of Extension audiences, and (2) additional testing to determine which audiences would benefit most from which types of publications.

The implications also indicate that new types of tests need to be developed to help target Extension publications for limited-resource audiences.

SEMIOLOGY IN TELEVISION CRITICISM: A STUDY OF AESTHETICS AND IDEOLOGY IN A TELEVISION PROGRAM--*GET CHRISTIE LOVE!* Order No. 8010860

YEARWOOD, GLADSTONE LLOYD, PH.D. *Ohio University*, 1979. 216pp.
Director of Dissertation: Dr. William C. Miller

The purpose of this study is the application of semiology to television criticism. Semiology is the study of cultural phenomena as signs aiming to delineate conditions functioning in the production of meanings. In semiological criticism, the concern is with textual signification and not with the television program as an empirical product. Meaning is conceived as resulting from specific internal conditions of the signifier in the chain of signification and from contextual relations at a specific juncture in history. The semiological method asserts that questions of meaning always involve questions of ideology.'

The sign is composed of signifier (material expression) and signified (concept)--a transitory correlation of its two terms. Furthermore, a system of correlational rules (codes) underlie the sign governing the signifier/signified relationship. The study proceeded with an introduction to semiology. It noted the importance of Saussure's distinction of "langue" (the entire system of language) and "parole" (the individual speech act), that the latter is only understood within the larger language system. A primary understanding of linguistic systems maintained in the study is that their only reality lies in their realizations; and meaning of the sign is only possible in its particular use.

Chapter one defined basic terms and concepts comprising a working knowledge of semiology. It presented a theory of sign-production and a theory of codes as integral aspects of semiology. The method used in this study emanates from Roland Barthes' *S/Z*, a semiological account of Balzac's *Sarrasine*. Barthes' paradigm of textual codes (proairetic, hermeneutic, semic, reference and symbolic) is utilized; but an addition category--technical-craft codes--is formulated. Chapter one delineated the special semiological method of "reading" the television text. Chapter two presented a detailed application of the method to a television program, *Get Christie Love!* Chapter three summarized the important findings.

The semiological method actively sought out plural meanings and denied any "closure" of the text. Emphasis was placed upon connotation with a view that denotation is but the sedimentation of connotation over time. In its concern not with the product but the process of production, the method focused upon the microscopic units (signifiers) of the text. The semiological reading proceeded in a "stop-motion" approach: the text was separated into lexias (reading units) which served as points of convergence for several connotations or meanings. Each connotation was a point of departure for the various narrative codes.

Get Christie Love! ("Emperor of Death Street" episode) is the narrative of a black undercover policewoman who penetrates the organization of a drug empire. The semiological analysis finds this narrative is constructed within a suspense (hermeneutic) structure of shifting identities. Empirically, the problem of identities is that of an undercover policewoman; symbolically (psychoanalytically), it is the heroine as mulatto--one who transgresses society's black/white racial designations. The mulatto creates an intense "troubling" within a signifying system based on and supported by fixed social positioning. Thus, Christie Love is the site of contradictions: she is simultaneously powerful (controller of the phallus) and passive (constituted by it). In relation to black males, Christie is most powerful, but not to white males. The black males are all depicted in traditional stereotyped terms (criminals and dandies); whereas the white males have a range of characterizations from the lower-middle class petty criminal to the upper-middle class professional detective. This discourse assumes the voice of the white middle class male.

The narrative develops markedly by the dramatic exploitation of sex and violence. It is constructed within traditional realist representational aesthetics in which the camera functions as the grand technical-craft code. It is excessively voyeuristic, consumerist, male-oriented and reproduces dominant societal ideologies. Semiology is found to be a useful investigatory tool for opening up television criticism; and its plural approach meanings lying outside the realm of conventional criticism.

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